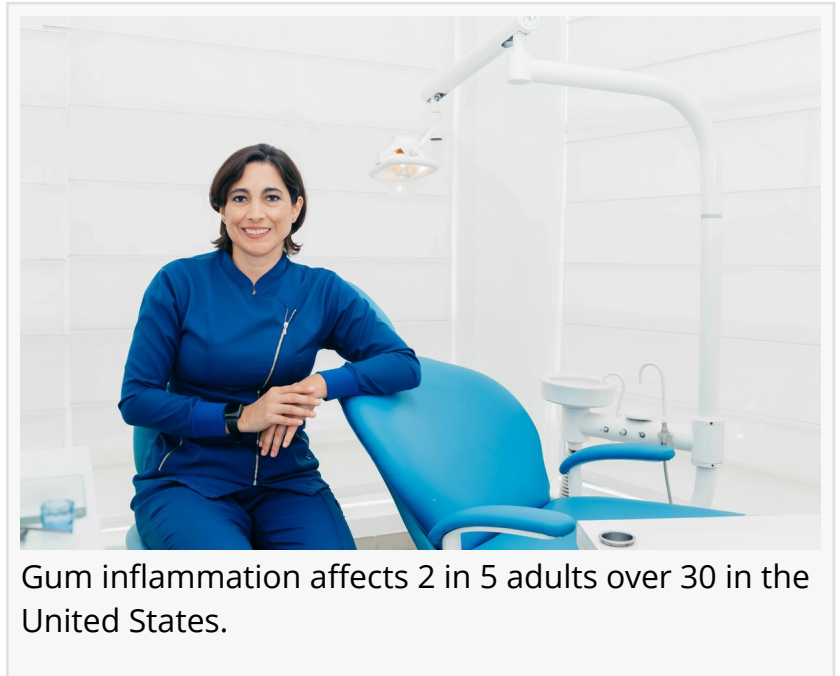


Research Warns That Avoiding Oral Care Due to Gum Sensitivity Accelerates Periodontal Disease

Millions of adults brush less when their gums hurt or bleed. Research shows this only worsens the problem, but early-stage gum disease is largely reversible.

SAN FRANCISCO, CA, UNITED STATES, February 27, 2026 /EINPresswire.com/ -- Gum problems are more common than most people realize. In the United States, [2 in 5 adults over 30 have some form of periodontal disease](#), according to the National Institute of Dental and Craniofacial Research. Yet many people experiencing sensitive or bleeding gums respond the same way: by easing off brushing and flossing. It might feel like the cautious thing to do. But clinically, it tends to make things worse.



Gum inflammation affects 2 in 5 adults over 30 in the United States.

The cycle is well understood. When brushing and flossing become inconsistent, plaque builds up.

“

The good news is that early-stage gum disease is highly treatable. When cleaning feels gentle and comfortable, people actually stick with it. And that is when gums can truly heal.”

*Rachel Zhang, CEO & Founder,
Tonochi*

The gums react with inflammation, becoming swollen, tender, and prone to bleeding. Cleaning then causes discomfort, resulting in the person reducing how often they clean. Plaque accumulates further, the inflammation worsens, and the discomfort during cleaning increases. This vicious cycle tends to get worse over time.

Untreated, gum inflammation progresses. Gums begin to pull away from the teeth, bacteria reach deeper tissue, and persistent bad breath becomes common. In advanced cases, teeth can loosen and eventually be lost.

Unsurprisingly, periodontal disease is one of the leading

causes of tooth loss in adults worldwide.

The well-supported clinical message is that gentle, consistent cleaning is the most effective way to break this cycle. Most early-stage cases are [fully reversible with improved daily oral hygiene](#), as confirmed by multiple clinical studies. Dentists consistently report that patients who maintain gentle, regular brushing and flossing see bleeding reduce significantly within weeks.

More good news: according to [a clinical study from the University of Zurich](#), soft and medium bristle toothbrushes produce comparable cleaning efficacy. Choosing a softer brush is not a compromise on cleaning. It simply means less trauma to already sensitive gum tissue.

San Francisco-based oral care firm Tonochi develops tools for people navigating exactly this situation. Its Max Toothbrush features ultra-soft bristles designed to clean effectively without aggravating sensitive gum tissue. For flossing, its PuffClean Floss uses a soft, expanding fiber that cushions against the gumline rather than cutting into it, making the experience considerably more comfortable for inflamed gums. Used together, they make the consistent gentle routine that can break the vicious cycle of worsening gum inflammation.

For anyone experiencing persistent pain or bleeding, a visit to a dental professional is always the right first step. For the many people whose sensitivity stems from early-stage inflammation and



Tonochi Max Toothbrush and PuffClean Floss, designed for sensitive gums.



Rachel Zhang, Founder & Designer of Tonochi.

inconsistent cleaning habits, the path forward is to clean more gently, more consistently, and with tools that make the daily routine more pleasant to maintain.

About Tonochi: Based in San Francisco, Tonochi is an oral care firm dedicated to improving interdental health, focusing on the spaces between teeth where most oral problems begin. The company combines functional engineering and human-centered design to develop tools that address the root causes of cavities and periodontal disease. Products are available at tonochi.com and on Amazon.

Rachel Zhang

Tonochi

+1 707-559-8111

team@tonochi.us

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/896077907>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.