The objectives of the present work were 1) to determine the incidence of the gingival disease in adolescents, for the instrumentation of educational and preventive rules and 2) the evaluation of the preventive rules' impact in adolescents. The sample comprised 100 students, aged 14–18, from one Polimodal level school in Ensenada city. We used the Silness and Loe plaque index (PI), which recognizes four stages: degree 0 for no plaque; degree 1 as evidence of the presence of a thin plaque film in contact with the gingival edge; degree 2 for a moderate plaque all along the gingival edge and degree 3 for important plaque accumulation all along the gingival edge and interdentally spaces. The work was done in two periods of time during 2006. In the first period (April–May) gingival appearance was monitored and results were: 14%; 24%; 43%, and 19% for degrees 0, 1, 2 and 3, respectively. A preventive program was implemented for the second period (June, August and September) with students attending brushing technique classes. In November, when preventive rules had been set into practice, the PI results were: 22%; 38%; 31%, and 9% for degrees 0, 1, 2 and 3, respectively. These values indicated us a high gingival disease incidence in these adolescents due to bacterial plaque but also that the practice of adequate preventive rules, these results could be reverted.