

# Give Your Child a Superhero Smile



**The Dental Defenders**

Dear Parents:

Our class is about to study an essential lesson about the importance of oral care. We will be using the Crest and Oral-B Dental Education Program to do so. This program teaches children the value of maintaining a healthy oral care routine through fun and easy classroom activities.

The Crest and Oral-B Dental Education Program:

- Makes it easy for kids to learn oral care basics through fun activities and worksheets
- Inspires students to practice healthy oral-care habits by watching engaging demos and videos
- Teaches helpful tips and fun facts about oral care
- Provides take-home learning aids so kids can implement what they learn in the classroom at home

The Crest and Oral-B Dental Education Program is provided as a free educational service to our school by the Crest® and Oral-B® brands of oral care products.

If you have any questions about the Crest and Oral-B Dental Education Program, or if you would like to learn more about healthy oral care habits for your children, please call me at \_\_\_\_\_.

Thank you very much for your interest and support in this important education program.

©2009 Crest and Oral-B Dental Education Program

# It's Sparkle Time!



**Say Hello to Healthy, Beautiful Smiles for Life.**

Schools have trusted us to promote oral health in classrooms for over 40 years. Now you can help bring those lessons home.

## Dental Defender Daily Routine

**1**



### Brush Twice a Day

- Brush with cavity protection toothpaste for two minutes.
- Brush fronts, backs and tops of teeth – plus the top of the tongue.
- Use a child-sized, soft-bristled toothbrush and replace it every 3 months or when bristles are worn.

**Crest® and Oral-B® offer an entire family of advanced oral care products for both kids and adults.**



### Kid's Crest Toothpaste

provides the effective cavity protection you expect from Crest with clinically proven Fluoristat® that's also gentle on tooth enamel. It comes in kid-friendly flavors, too.



### Oral-B Stages Toothbrushes

are designed for children at each stage of development. They have kid-friendly graphics and unique design features to meet the needs of kids' changing mouths.

**2**



### Floss Once a Day

- Floss to remove plaque and food particles from between the teeth and below the gumline. Brushing alone can miss up to 30% of the tooth surface!
- A plastic-handled flosser can make it easier for kids to floss.



### Oral-B Stages Flossers

are easy to use (flossing can be a challenge for kids) and feature fun characters.

**3**



### Rinse Twice a Day

- Use rinse\* for 30 seconds to kill bad breath germs and protect against plaque and gingivitis.
- Show your child how to rinse properly and spit the rinse out in the sink.
- Children can also use a fluoride rinse to help strengthen teeth and prevent cavities. Always read and follow the directions for the mouthrinse that you use.



### Crest Pro-Health Rinse

kills 99% of germs<sup>†</sup> that cause plaque, gingivitis and bad breath, without the burn of alcohol. It's safe and effective for the whole family, including children 6 and up, when used as directed and with parental supervision.



### More Dental Defender Tips

- Get your child's teeth checked by a dentist twice a year.
- Limit sugary snacks, sodas and sports drinks.

To learn more about keeping your child's smile healthy and beautiful for life, visit [www.crest.com](http://www.crest.com) and [www.oralb.com](http://www.oralb.com).

\*Antimicrobial mouth rinses have demonstrated significant reductions in plaque and gingivitis.

<sup>†</sup>In laboratory tests.