



TOGETHER, WE'RE CLOSING AMERICA'S SMILE GAP

Dear Dental Health Professional,

At Crest® + Oral-B®, we know that you play a critical role in helping inspire and educate kids and their parents to establish a lifetime of healthy oral care habits. In partnership with you, parents, and caregivers, we are on a mission to end oral health inequity and make great oral health a reality for kids in America.

Not every kid has a fair chance of a healthy smile today, which can have a life-altering impact on their tomorrow. That is why Crest® + Oral-B® are working on Closing the Smile Gap.

We're committed to being a positive force for change by providing more equitable access to dental care, education, and products for kids, and we will continue to partner with charitable organizations and dental professionals to reach communities in need.

We are pleased to provide you this FREE Crest® + Oral-B® **Children's Oral Health Resources** which include activities for kids, tips for parents and helpful product information to support good oral care habits in a fun way. Download today at dentalcare.com/childrensdentalhealth.

Together, We're Closing America's Smile Gap!

Sincerely,
Crest® + Oral-B®



Waiting Room Poster
builds awareness about
early brushing habits



Tip Sheet
oral care tips for
parents



Activity Book
with games to make
oral care fun



Brusher Certificate
celebrates kids'
brushing success