



Crest + **Oral-B** + **KIDS**

TOGETHER WE CAN
**CONQUER
CAVITIES**

Parent's Guide

**Super power their smile
from the start**



Make it fun from the first tooth and beyond

In this booklet, you'll find tips on:

- When to **schedule your child's first visit** and what to expect
- Becoming a healthy habit hero for **preventing tooth decay and cavities**
- **Teaching brushing techniques** that last for a lifetime
- Setting the stage for adult teeth by **using the right products** at the right time



The Disney Magic Timer™ App by Oral-B®
**HELPS KIDS BRUSH
2X LONGER**



Compatible with Crest®+Oral-B® 3+ character products

© Disney © Disney/Pixar © MARVEL



Team up with your
child's dentist



First tooth coming in?

Now's the time to schedule their first visit to the dentist.

What to expect during your child's dental appointments:

On the first visit, the dentist or dental hygienist will...

- Educate your child, clean their teeth and make them feel comfortable
- Answer any questions you may have

For future visits, get kids comfortable by telling them that the dentist or dental hygienist may...



Clean and monitor your child's teeth for decay and growth



Strengthen your child's teeth with a **fluoride treatment** to boost cavity prevention



Protect your child's teeth from plaque and decay by recommending a **sealant**—a clear plastic coating over the surface of back teeth

Beat the check-up jitters

- Explain that dentists and dental hygienists are friends who help keep teeth healthy
- Find a children's book or watch a fun video about going to the dentist
- Try role playing at home before a visit, let your little one be the dentist!





0-3+
YEARS

**What to do before baby
teeth...and beyond!**

Begin baby's oral care early



Pediatricians recommend **gently cleaning baby's teeth and gums every day**



With tender baby gums, use a **brush specially designed for them**



Even before the first tooth, **wiping baby's gums after eating** can help prevent decay



Baby's first teeth should begin to appear at or around 6 months



Establish an oral routine with the right products

Oral-B® 0-3 years Toothbrush

- Gentle features like **baby-soft bristles** and **a non-slip handle** make brushing easier for tender gums
- **Oval-shaped brush head** helps maximize surface area for fussy brushers

Visit www.oralb.com for additional product information.



**Help them become the
best brusher around**

It takes 2, and that means you!

You're the best role model there is to show your child how to care for his or her oral health. Try brushing together with these tips!



Brush for 2 minutes 2 times per day: every morning and night



Use a **toothpaste that contains sodium fluoride**, which is gentle on tooth enamel and protects against cavities



Try to **break thumb-sucking and pacifier habits** by age 4, since they can affect tooth spacing



For children 3+, electric toothbrushes are safe and **the most effective brushing option***

Fight cavities with their favorites

Oral-B® 3+ Electric Rechargeable Toothbrush

- Oral-B®'s #1 goal is to keep cavities away—an Oral-B® electric rechargeable toothbrush removes more plaque than a regular manual toothbrush for a healthy smile†

Visit www.oralb.com for additional product information.



* When used as directed. †Not intended for children under the age of 3. Colors and characters are subject to change.



6+
YEARS

**Now they're ready
to be the star of
their routine**

Time to shine as an independent brusher

As your child becomes more confident in their oral care routine, cheer them on and continue to reinforce healthy habits from the sidelines.



Continue to reinforce **2-minute brushing**
2 times a day



Use a **toothbrush designed to clean hard-to-reach back teeth** and **fluoride toothpaste** for cavity protection



Begin flossing with floss picks or help your child floss as soon as 2 teeth touch



Change their toothbrush or brush head
every 3 months or when bristles fray

Designed for brushers on-the-grow

Oral-B® 6+ Years Electric Toothbrush

- If you haven't yet, begin a routine for your child with an electric toothbrush to get superior cleaning compared to a manual toothbrush

Oral-B® 6+ years Manual Toothbrush

- Power Tip combined with CrossAction™ bristles for great reach and clean

Try Crest® Kids Advanced 6+ Enamel + Cavity Protection Toothpaste

Helps protect enamel from sugars and acids*

*Strengthens enamel to protect from plaque acids with regular brushing



Visit www.oralb.com and www.crest.com for additional product information.

Teach the right techniques

Manual brush



Use short, gentle strokes, moving from the gums toward the edge of the teeth

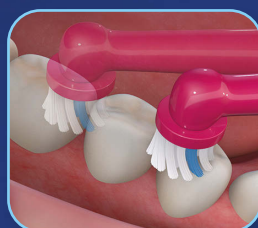
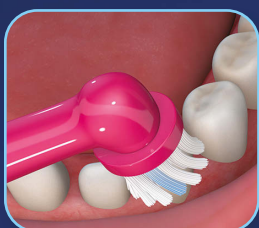


On chewing surfaces, hold the brush flat and brush back and forth



For inside front teeth, use gentle up-and-down strokes with the tip of the brush

Electric brush for kids 3+



With an electric brush, there's **no need to scrub**. You only need to press the brush head **gently to teeth**

Gently hold the brush over each tooth surface—front and back—for a moment before moving on to the next



Make brushing part of the routine

Pair brushing time with morning and nighttime activities you already do, like putting shoes on or reading bedtime stories.



Brush for 2 minutes every morning and every night



Age 2+

Use a smear of fluoride toothpaste



Age 3-5

Use a pea-sized amount of fluoride toothpaste

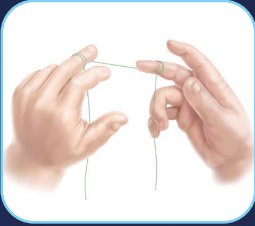


Remind kids to spit out and not swallow toothpaste

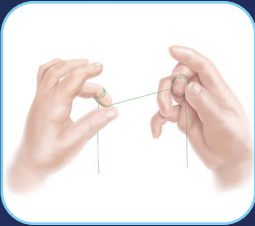
It's recommended that parents continue to help out with brushing up to age 7.

Don't forget to floss!

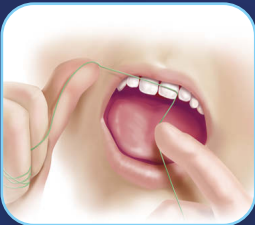
How to floss



Wrap the ends of the floss around the middle fingers (recommended floss length is 8" to 24")



Hold the floss between the thumb and middle finger, leaving about 1" of floss between hands



Gently work the floss between teeth. Once you reach the gumline, curve floss into a "C" shape around the tooth and make sure to go below the gumline



Gently glide the floss up and down several times between each tooth, including the back teeth



Flossing tips

- Start flossing as soon as 2 teeth touch to prevent decay
- Floss for your child until he/she can do it on his/her own
- Floss picks are another option to help ensure flossing remains part of oral care*

Make brushing and flossing easier

- **Use play to get your child to open up.** Don't force it, but encourage them by making funny faces. Each time they open up, brush a few more teeth
- **Use lots of cheers.** Give praise and encouragement, especially for good behaviors like opening their mouth and allowing you to brush or floss

*Adult supervision recommended for children under age 10.

Healthy eating can help protect teeth, too

Following a proper and nutritious diet not only helps keep your body healthy, but your mouth as well. Nutrition plays an important role in the health and cleanliness of teeth, gums, and mouth.



TOOTH-FRIENDLY FOODS

- Water
- Milk
- Fresh fruit
- Vegetables
- Low-fat cheese
- Breadsticks
- Low-fat savory crackers
- Plain unsweetened yogurt



FOODS WITH HIDDEN SUGAR

- Sweets and chocolate
- Dried fruit (eg, raisins)
- Cookies and cake
- Ice cream
- Sugary cereal and cereal bars
- Soft drinks and fruit juice
- Sweetened yogurt
- Squeezable food pouches
- Jams, preserves, honey
- Smoothies
- Syrups and sweet sauces

HOW YOUR CHILD DRINKS MATTERS



FROM 6 MONTHS

Get baby used to using a free-flow cup—a cup from which liquid pours once it's turned upside down.



FROM 12 MONTHS

Try to limit bottles at bedtime or try filling a bottle with water instead of juice or milk.