

DID YOU KNOW?

Facts About Childhood Cavities and Oral Health:

#1 WIDESPREAD PROBLEM
Cavities are the most common chronic childhood disease in the United States¹

 **IN HARD-TO-REACH AREAS**
95% of untreated cavities in kids 6-11 yrs old are in molars

 **NEGATIVELY IMPACTS WELL-BEING**
Children with poor oral health are 3X more likely to miss school due to pain³

4X LONG-TERM CONSEQUENCES
Children with poor oral hygiene lose 4X more teeth due to cavities as adults⁴

 **LACK OF MOTIVATION & INADEQUATE BRUSHING**
Many children lack motivation to brush their teeth and don't brush thoroughly⁵

*vs. a regular manual toothbrush

1. <https://www.cdc.gov/oral-health/prevention/oral-health-tips-for-children.html>

2. The contribution of different permanent tooth types to untreated caries: Implications for public health surveillance and prevention. J Am Dent Assoc. 2021; 4: 269-276

3. Jackson SL, Vann WF Jr, Kotch JB, Pahel BT, Lee JY. Impact of poor oral health on children's school attendance and performance. Am J Public Health. 2011 Oct;101(10):1900-6

4. Dental plaque and oral health during the first 32 years of life, J Am Dent Assoc. 2011 Apr;142(4):415-26;

5. Based on a home use test among 120 children.

DON'T FORGET THE TOOTHPASTE



CREST® KIDS ADVANCED 6+ SUGAR & BACTERIA SHIELD TOOTHPASTE

- ✓ Helps prevent cavities
- ✓ Strengthens enamel to protect from plaque acids with regular brushing
- ✓ Rebuilds tooth density for stronger teeth
- ✓ Fun strawberry flavor



DID YOU KNOW?

Fluoride works to prevent cavities by inhibiting demineralization at the tooth surface, enhancing remineralization which results in more acid-resistance of tooth surfaces, and by inhibiting bacterial enzymes.⁶

The Center of Disease Control, American Dental Association and American Academy of Pediatrics recommend fluoridated toothpaste for children.

6. David M. Krol, Kaitlin Whelan, THE SECTION ON ORAL HEALTH; Maintaining and Improving the Oral Health of Young Children. Pediatrics January 2023; 151 (1): e2022060417. 10.1542/peds.2022-060417

Oral-B® iO™

FOR **KIDS**

POWERFUL
CAVITY PROTECTION & CLEANER TEETH*
IN HARD-TO-REACH PLACES



WHY SHOULD MY CHILD USE AN ORAL-B® iO™ TOOTHBRUSH?

Children who use an oscillating rotating electric toothbrush are more likely to have:

6.1X of less plaque,
BETTER ODDS

1.4X of caries free teeth,
BETTER ODDS



Oral-B® iO™ cleans the hard-to-reach areas where cavities start

iO FOR KIDS!



OUR BEST TECHNOLOGY for kids



AUTOMATIC GUM PRESSURE SENSOR to protect kids' gums



MAKES BRUSHING EASIER with 1 touch button, quiet sound, & long-lasting battery



3 CLEANING SETTINGS: super sensitive, sensitive & daily clean



BRUSHING TIMER PLAYS MUSIC when 2-minutes of brushing is completed



Connects to **DISNEY MAGIC TIMER APP**

