

# A Lasting Smile Starts With Great Oral Health Habits



(and a little bit of fairy dust)

Good oral health is as easy as 1, 2, 3!



# A fairy-tale smile starts earlier than you might think

## Get your child started with good oral health habits

Beginning an oral health routine with your child at an early age is important for the life of his/her smile. From before the time your baby's first teeth appear through the development of adult teeth, good habits are the foundation for the future of your child's oral health.



### In this brochure, you'll learn about:

- Forming habits at an early age by making it fun
- Using specially designed age-specific products
- Teaching your child the proper techniques



## Make forming oral health habits fun

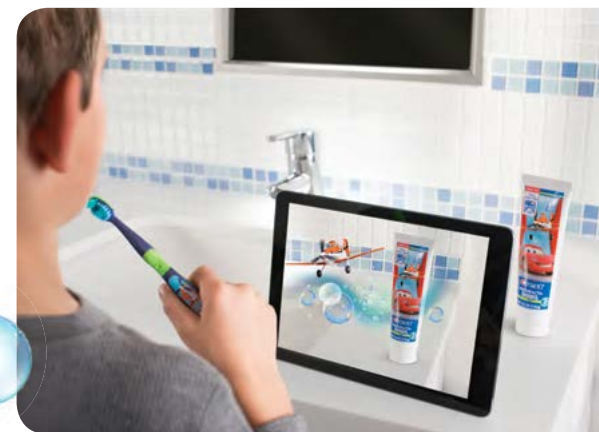
Your child's mouth will go through stages. Crest® + Oral-B® and Disney® know there's something exciting about each stage. To help make brushing fun, Crest® + Oral-B® developed oral care products featuring your child's favorite Disney characters.

### Crest® + Oral-B® PRO-HEALTH™ Stages™ brings magic to brushing

- Special products for every stage
- Disney characters make brushing fun

### The Disney® Magic Timer™ App by Oral-B®, powered by Dreamplay®, unlocks the secret to brushing longer

- The Disney® Magic Timer™ App works with all Oral-B® Stages™ products to support healthy habits as your child grows
- Kids can choose a brush with their favorite character, and The Disney® Magic Timer™ App brings that character to life



© Disney. Based on the "Winnie the Pooh" works, by A.A. Milne and E.H. Shepard.  
© Disney. © & TM Lucasfilm. © Marvel.

**Remember to supervise your child while he/she brushes and flosses until proper technique is learned.**

# Give your child a magical start before baby teeth and beyond

## Begin baby's oral care early

4-24  
MONTHS



- Wipe gums with a soft washcloth after feeding. This removes plaque and germs that cause tooth decay and gum disease
- Once baby teeth come in, brush teeth 2 times a day with water and a soft-bristle toothbrush
- Schedule the first dental check-up before his/her first birthday



© Disney. Based on the "Winnie the Pooh" works,  
by A.A. Milne and E.H. Shepard.

## Make brushing comfortable for babies, with Winnie the Pooh

### Oral-B® PRO-HEALTH™ Stages™ Toothbrush

- Baby-soft inner bristles are gentle on tender gums, and small, oval-shaped brush head helps maximize surface area coverage



visit [www.oralb.com/stages](http://www.oralb.com/stages) for additional product information.

Let PRO-HEALTH Stages be there at every stage to make establishing oral care habits easy and enjoyable.

# Give them the training wheels they need to become the best brushers

## Help toddlers become brushing stars

2-4  
YEARS



- Once your child understands not to swallow toothpaste, use a pea-sized amount of a kid's fluoride toothpaste to help prevent cavities
- Brush 2 times a day for 2 minutes for the best clean
- Try to break thumb-sucking and pacifier habits by age 4, since they can affect tooth spacing
- Schedule regular dental check-ups every 6 months



© Disney. **Disney Junior**

## Encourage toddlers to become great brushers with their favorite characters by their side

### Oral-B® PRO-HEALTH™ Stages™ Toothbrush

- Colored “target” bristles show kids where to put toothpaste

### Oral-B® PRO-HEALTH™ Stages™ Power Toothbrush\*

- Rotating Power Head™ and interdental bristles provide a thorough clean, while being as gentle as a manual toothbrush

### Crest® PRO-HEALTH™ Stages™ and Kid's Crest® Cavity Protection Toothpastes

- Contain Fluoristat®, which protects against cavities, yet is safe on enamel



visit [www.oralb.com/stages](http://www.oralb.com/stages) for additional product information.

\*Not intended for children under the age of 3.

Let PRO-HEALTH Stages be there at every stage to make establishing oral care habits easy and enjoyable.

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

Encourage kids to become independent brushers

5-7  
YEARS



- Reinforce 2-minute brushing 2 times a day (in the morning and before bed)
- Use a child's toothbrush that's designed to help clean the hard-to-reach back molars, where more plaque can collect
- Use a child-safe fluoride toothpaste for cavity protection—remind him/her not to swallow toothpaste
- Begin flossing as soon as 2 teeth touch. Use floss holders or help your child floss until he/she gains the dexterity to do it on his/her own



© Disney.  
© Disney/Pixar.

Keep their enthusiasm high with “big kid” brush features and their favorite Disney characters

## Oral-B® PRO-HEALTH™ Stages™ Toothbrush

- Tongue cleaner and Power Tip™ bristles ensure they clean their whole mouth

## Oral-B® PRO-HEALTH™ Stages™ Power Toothbrushes

- Rotating Power Head and interdental bristles provide a thorough clean, while being as gentle as a manual brush

## Crest® PRO-HEALTH™ Stages™ and Kid's Crest® Cavity Protection Toothpastes

- Contain Fluoristat®, which protects against cavities, yet is safe on enamel



visit [www.oralb.com/stages](http://www.oralb.com/stages) for additional product information.

Let PRO-HEALTH Stages be there at every stage to make establishing oral care habits easy and enjoyable.

# Teach the proper technique for oral health success

## How to brush

- Inside and outside of every tooth: Place the brush at a 45-degree angle; with short, gentle strokes, move the toothbrush from the gums toward the edge of the teeth
- Chewing surfaces: Hold the brush flat and brush back and forth. It'll be fun if your child holds the brush, too
- Inside surfaces of front teeth: Tilt the toothbrush up or down and use gentle up-and-down strokes with the tip of the brush

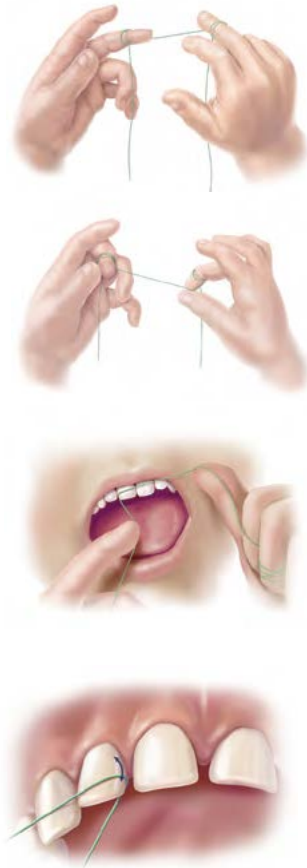


### Keep in mind:

- Start brushing with a child-sized soft-bristle toothbrush as soon as baby teeth come in
- After the age of 2, and when your child understands not to swallow toothpaste, use a pea-sized amount of fluoride toothpaste

## 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



### Keep in mind:

- Start flossing as soon as 2 teeth touch
- Floss for your child until he/she can do it on his/her own, using the above technique

The right techniques help your child learn good brushing and flossing habits today!

# The FREE Disney® Magic Timer™ App

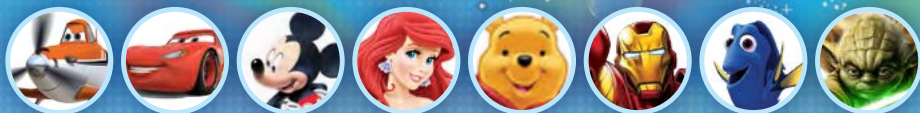
by Oral-B®, powered by DREAMPLAY™

## unlocks the secret to brushing longer

- 1 **DOWNLOAD** the **FREE** app
- 2 **SCAN** any Oral-B®  
PRO-HEALTH™ Stages™ product
- 3 **WATCH** the characters  
come to life



Compatible with all Oral-B PRO-HEALTH Stages products



Ask your dental professional about the right Oral-B PRO-HEALTH Stages product for your child.

© Disney. © Disney/Pixar. © Disney. Based on the "Winnie the Pooh" works, by A. A. Milne and E. H. Shepard.

© & TM Lucasfilm

© Marvel

© Disney. 

© 2016 P&G PGC-151026-02



PRO-HEALTH  
Stages