

Manufacturer's Coupon/Expires 12/31/13

\$1.00 OFF on any



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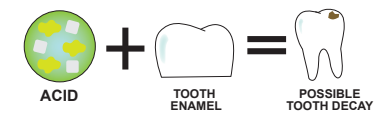
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LIMIT SNACKS to Prevent Plaque Attacks

Why It's tant:

- Everyone has **plaque bacteria** in their mouths. When it mixes with food, it creates an "acid" that lasts for 20 minutes, attacking the teeth and making them susceptible to decay.
- Every time** your child eats, it causes a plaque attack! That's why your child should **limit the number of times** he/she eats sweet and sticky snacks, and not snack continuously throughout the day.



Snack One Time:

5 candies eaten at 1 time = **ONE** plaque attack/20 minutes of plaque reaction



Snack Multiple Times:

5 candies eaten at 5 different times = **FIVE** plaque attacks/100 minutes of plaque reaction

Tooth Defender Tips

- Have your child help choose nutritious snacks like fresh vegetables, fruit, and low-fat cheese and yogurt. These are better choices for healthy teeth *and* bodies. Try a family taste test to see which fruits and veggies are your child's favorites!
- Remind your child that sweet treats are "sometimes" foods.
- Set a timer to show the 20-minute plaque attack after sweet and sticky snacks. Challenge your child to try to brush before the plaque attack time is up!

FAMILY SHARING

At-Home Brush Chart

Keep oral health a hot topic with your child! Be sure to use the **Tooth Defenders Brushing Log** when your child brings it home from school.



Bright Smiles Online

For more ideas to use throughout the year, check out:

- The Bright Smiles Website: www.colgatebsbf.com
- Bright Smiles on Facebook: www.facebook.com/Colgate — print additional copies of the *Tooth Defenders Brushing Log!*
- Colgate on Twitter: www.twitter.com/ColgateSmile



YOUR CHILD'S BRIGHT SMILE

Know What's Important ... and Take Action Together!



CarrotNewYork, New York, NY www.carrotnewyork.com



Learn more about the oral care for the whole family at www.colgate.com.



Good oral health is an important part of your child's overall health. As a parent, YOU can foster proper habits at an early age — and serve as a positive role model, too.

By focusing on **prevention**, you'll help ensure healthy teeth and gums and a **bright smile** that your child will be proud to share! Look inside for need-to-know oral health information, along with "Tooth Defender Tips" for family interaction.

Get started today ... and help your child's smile to last a lifetime!

BRIGHT SMILES "SUPER POWERS"



Information For You ...
Inspiration For Your Child!

As part of the
**Colgate Bright Smiles,
Bright Futures** program,
your child is learning to
be a **Tooth Defender**.



Tooth Defenders are ordinary children who discover the secrets to keeping their smiles healthy and bright. Guided by **Dr. Rabbit**, the legendary purple dentist, they unlock **Bright Smiles Super Powers** and become oral health superheroes!

- Support your child's learning by becoming familiar with the "Bright Smiles Super Powers."
- Work together as a team to help your child be a lifelong Tooth Defender!



BRUSH TEETH

Why It's Important:

- Your child should brush with fluoride toothpaste **at least twice a day**, especially after eating breakfast and before bedtime.
- Regular brushing helps keep your child's teeth and gums healthy.
- Brushing removes plaque, which can lead to tooth decay. Fluoride in toothpaste helps strengthen teeth and prevents decay, too.

Brush all surfaces:



Tooth Defender Tips

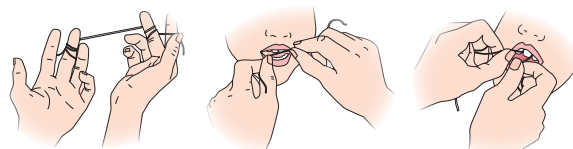
- Brush with your child. Show that you are a Tooth Defender, too!
- Together, brainstorm ways to remember to brush all surfaces — including six-year-molars way in the back. Try making up a quick rhyme or song!
- Have your child mark the family calendar with a reminder to replace toothbrushes every three months (or sooner, if they look "shaggy").



FLOSS

Why It's Important:

- Daily flossing removes plaque that brushing may have missed.
- Floss for your child until he/she reaches the age of 8.



Tooth Defender Tips

- Have your child watch in a mirror as you floss his/her teeth *and* your own. He/she will see the proper way to hold and move the floss.
- Remind your child that plaque may be hidden between the teeth. That's why flossing is important!

VISIT THE DENTIST

Why It's Important:

- The dentist and dental hygienist are your child's partners in oral health. During regular checkups, they check your child's teeth and gums to help prevent dental problems.
- At a checkup, the dental professional may:
 - Clean and polish teeth
 - Apply fluoride treatment
 - Take x-rays
 - Floss teeth
 - Answer any questions you or your child may have.
- The dentist may also apply "dental sealants" to your child's permanent molars.



Tooth Defender Tips

- Make dental checkups a fun tradition for your child. Consider establishing a post-checkup ritual, such as an invigorating outdoor activity or a trip to the library to choose a special book.
- Remember: *you* are a critical role model for helping to prevent a fear of going to the dental office. Chat with your child about how terrific healthy, clean, polished teeth look and feel!



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Tooth Defender Badge
Hey, Kids!
 Detach this badge and tape it to the bathroom mirror as a reminder to brush.
 Or, paste it in your notebook/journal!

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