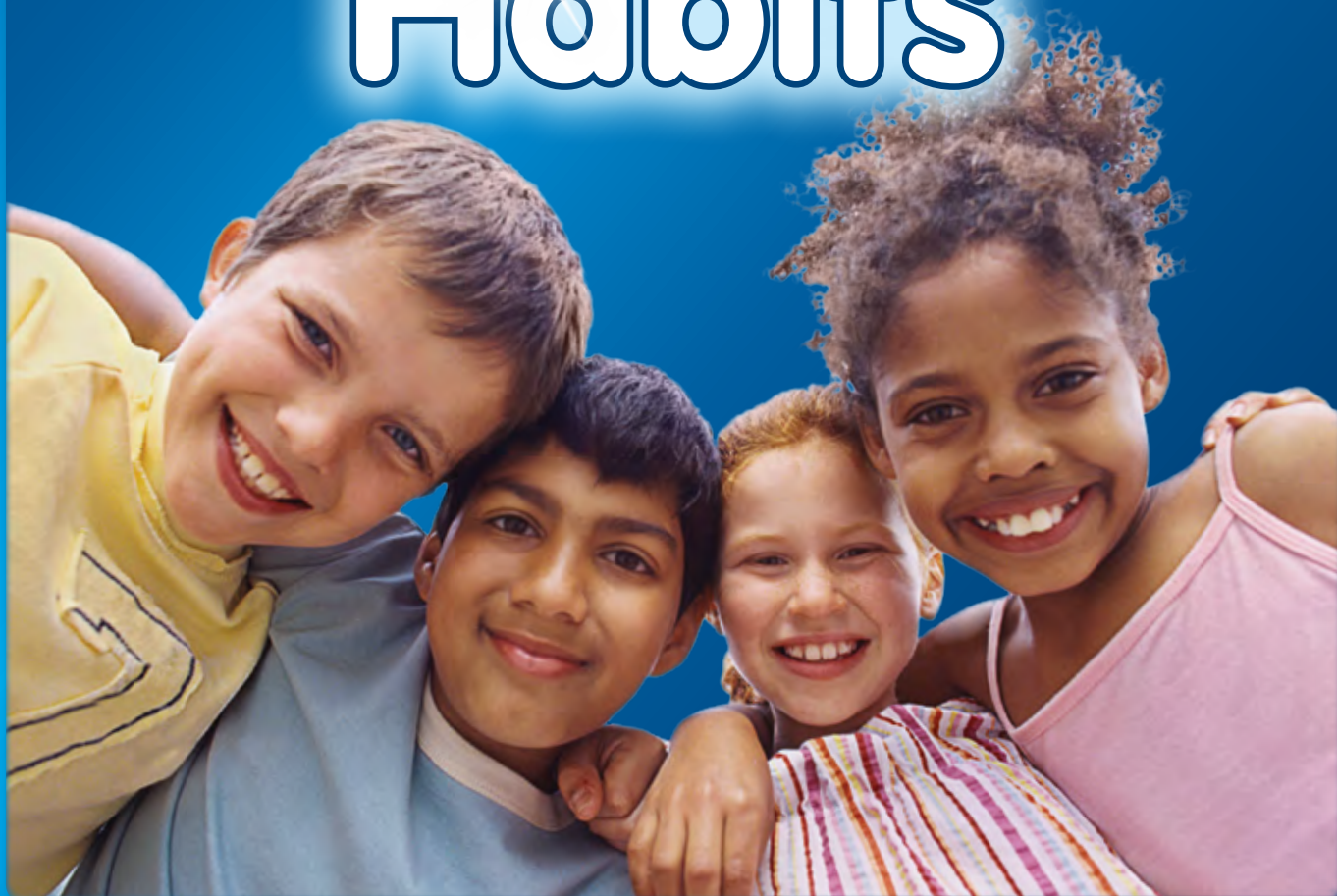




STRONG TEETH MAKE STRONG KIDS

A Parent's Guide to Creating

# Lasting Oral Health Habits



# A beautiful, healthy 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 booklet, 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

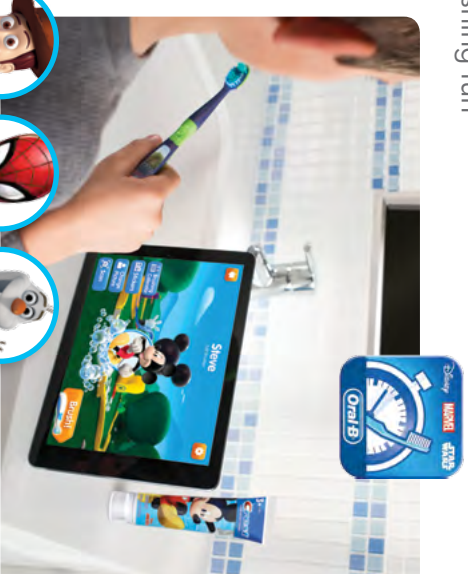
Your child's mouth will go through stages. Crest® + Oral-B® and Disney know there's something exciting about each stage. To help make brushing fun, Crest® + Oral-B® developed oral care products featuring your child's favorite Disney characters and fun toothpaste flavors they'll love!

### Crest® + Oral-B® brings magic to brushing

- Special products designed for every age
- Disney characters make brushing fun

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

- 90% of kids brush longer with the app
- Compatible with Crest® + Oral-B® 3+ character products



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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

**0-2  
YEARS**



## Begin baby's oral care early

- Wipe gums with a soft, damp 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



**Make brushing comfortable for babies with a Disney Winnie the Pooh toothbrush**

### Oral-B® O-2 years 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](http://www.oralb.com) for additional product information.

Let Crest® + Oral-B® be there at every stage to make establishing oral care habits easy and enjoyable.

# Give them the tools they need to become the best brushers

**2-3  
YEARS**



## Help kids have fun while preventing cavities

- Brush for 2 minutes every morning and every night for an effective clean
- Dispense no more than a pea-sized amount of fluoride toothpaste
- Remind kids to spit out, not swallow, the toothpaste
- Try to break thumb-sucking and pacifier habits by age 4, since they can affect tooth spacing



**Encourage your children to become great brushers with their favorite characters by their side**

### Oral-B® 3+ Electric Rechargeable Toothbrush

- For children 3+, electric toothbrushes are safe and can provide better cleaning than manual brushing when used as directed

### Crest® Kids Cavity Protection Toothpastes\*

- Available in fun flavors—Bubble Gum and Strawberry Rush
- Contain clinically proven sodium fluoride to protect against cavities while remaining gentle on tooth enamel



Let Crest® + Oral-B® 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

**6+**  
YEARS



## Encourage kids to become independent brushers

- 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

**Keep their enthusiasm high with “big kid” brush features**

### Oral-B® Electric Toothbrush with Kids Graphics

- Begin an oral care regimen for your child with an electric toothbrush to get superior cleaning compared to a manual toothbrush

### Oral-B® 6+ years Toothbrush

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

### Crest® Kid's Toothpastes

- Contain clinically proven sodium fluoride to protect against cavities while remaining gentle on tooth enamel



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

Let Crest® + Oral-B® be there at every stage to make establishing oral care habits easy and enjoyable.



# Teach the proper technique for oral health success

## 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**. The brush does the hard work, so you don't have to
- **Gently hold the brush over each tooth surface**—front and back—for a moment before moving on to the next
- Remember you only need to press the brush head **gently to teeth**



### Keep in mind:

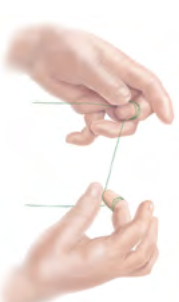
- Start brushing with a child-sized soft-bristle toothbrush as soon as baby teeth come in
- After the age of 2, and when your child understands not to swallow toothpaste, use a pea-sized amount of fluoride toothpaste
- For children 3+, electric toothbrushes are safe and the most effective brushing option when used as directed

## 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
- Floss picks are another option to help ensure flossing remains part of oral care





# Disney® Magic Timer

by Oral-B®

90% of kids brush longer with the app!

- 1 Download the **FREE** app
- 2 Scan a Crest® + Oral-B® character product
- 3 Watch your favorite characters come to life



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



Ask your dental professional about the right Crest® + Oral-B® products for your child.

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life opens up when you do

