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® 0–2 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 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

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® Kid’s 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

Visit www.oralb.com for additional product information.

* Not intended for children under the age of 3.

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

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 for additional product information.
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

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