

Welcome to



Your child is learning about oral health at school with the *Colgate Bright Smiles, Bright Futures*® Oral Health Education Program.

For the past 15 years, *Bright Smiles, Bright Futures* has been helping children and families have better oral health. Today, this global oral health initiative reaches **50 million children** in **80 countries** and **30 languages** each year.

As a parent or caregiver, you can help your child have a bright smile that will last a lifetime!

How to Brush



1 Place brush at angle along outer gumline. Wiggle gently back and forth. Repeat for each tooth.



2 Brush inside surface of each tooth, using wiggling technique in Step 1.



3 Brush chewing surface of each tooth.



4 Use tip of brush to brush behind each front tooth, both top and bottom.



5 Don't forget to brush your tongue!

How to Floss



1 Pull 18" to 24" (45 to 60 cm) of dental floss from the dispenser and wrap the ends around your middle fingers.



2 Hold the floss tightly against each tooth. Move the floss away from the gum, gently rubbing the floss up and down against the side of the tooth.



A Message for Parents

You are the role model for your child's oral health!









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Oral Care Milestones for Children

	Age 0 – 2	Age 2 – 5	Age 5+
About their Teeth	Children are developing primary teeth.	Children have front primary teeth and are developing molars.	Children have a mix of primary and permanent teeth.
At this age . . .	Teeth start to erupt at about six months and continue until age three. Once teething begins, it will continue until all 20 baby teeth have come in.	Age 2 – 4: <ul style="list-style-type: none"> They are just developing motor skills Age 4: <ul style="list-style-type: none"> Children are able to brush with supervision 	<ul style="list-style-type: none"> Fine motor skills are improving, and children are learning proper brushing technique. At age 8, children are able to floss.
Toothpaste Features	Toothpaste Name <ul style="list-style-type: none"> Offers cavity protection for toddlers' teeth Low foaming, mild gel for younger children No-mess stand up tube is easy to handle 	Toothpaste Name <ul style="list-style-type: none"> Specially-designed mild gel helps protect your child's teeth from cavities Kids will enjoy brushing as they develop good oral care habits for a lifetime of healthy teeth and gums 	Colgate Great Regular Flavor <ul style="list-style-type: none"> Fights cavities and cleans teeth thoroughly Strengthens teeth Freshens breath Great mint taste 
Toothbrush Features	My First Colgate® <ul style="list-style-type: none"> This brush is safe to massage gums when teething. Tapered, cushioned oval-shaped head fits comfortably in children's tiny mouths Wide and soft easy-grip handle for small hands Extra soft, angled bristles effectively clean and protect gums Center color dot helps you measure the recommended amount of toothpaste 	Colgate Smiles™ 2 – 5 <ul style="list-style-type: none"> Small oval head with soft material protects children's gums Curved multi-height bristles reach all teeth, including difficult-to-reach back molars. Non-slip cushioned handle fits small fingers Center color dot helps you measure the recommended amount of toothpaste 	Colgate Smiles™ 5+ <ul style="list-style-type: none"> Tongue cleaner on back of the head made out of a soft material to encourage good oral care habits Small oval head with soft material protects children's gums Multi-height bristles to thoroughly clean both big and small teeth Comfortable thumb rest and non-slip cushioned handle for better control Center color dot helps you measure the recommended amount of toothpaste 
Parent Tips	Infants: <ul style="list-style-type: none"> Wipe their gums with gauze or a clean washcloth Age 1: <ul style="list-style-type: none"> Start gently brushing child's teeth using just a drop of toothpaste on the brush 	Ages 2 – 4: <ul style="list-style-type: none"> Brush along with your child, helping to hold the brush when needed Ages 4 – 5: <ul style="list-style-type: none"> Brush with your child to help him or her practice the correct way to brush Use dental floss when adjacent teeth are touching 	Ages 5 – 7: <ul style="list-style-type: none"> Floss for your child Age 8: <ul style="list-style-type: none"> Your child should be ready to floss on his/her own.

Keys to a Bright Smile

Lifelong habits begin at home. Make oral health part of your daily routine and share these reminders with your whole family:

- Brush your teeth at least twice a day with fluoride toothpaste, especially after breakfast and before bedtime



- Floss every day (an adult should floss for children under age 8)



- Limit the number of times you eat snacks each day

- Visit a dentist regularly



And remember – one of the best ways to get your child to brush is to brush along with him or her. So make brushing a fun family event, and you'll *all* be smiling!