



Colgate® toothpaste range for kids

Your child has received:



Colgate 3+ years Little Smiles

- ✓ For children learning to brush
- ✓ A toothpaste with age appropriate fluoride level (1450 ppm)
- ✓ Small head toothbrush for easy access to a child's mouth

For older or younger children, Colgate® also offers:



First Kids Smiles

- ✓ For children ages 0-2 learning to brush



Big Kids Smiles

- ✓ For children ages 6-9 with both baby and adult teeth

5 steps to ensure your child's smile lasts a lifetime



Brush teeth twice a day

with a fluoride toothpaste, before bed and on one other occasion.



Children age 3 and over should use a pea-sized amount of toothpaste

Spit, don't rinse! Rinsing can wash the fluoride protection away.



Keep sugary snacks and drinks to meal times

Watch out for hidden sugars in juices, smoothies and cereal bars.



Supervise your child

Supervise your child during toothbrushing until they are at least 7 years old.



Visit your dental professional regularly

Try to make dental check-ups a fun habit.



To find out more about Colgate® *Bright Smiles, Bright Futures™*, please visit www.colgate.co.uk



Colgate®

Supporting

NHS

Protecting your child's smile



Supervised Toothbrushing Scheme

www.colgate.co.uk

National Supervised Toothbrushing Scheme

Your child's school or setting has been selected to take part in the government's supervised toothbrushing programme, aiming to protect children from tooth decay and set them on a path to better oral health.



Your child will receive **Colgate® toothpaste and toothbrushes** to support their oral health.

The scheme will provide oral health education activities for teachers.



Your child will take part in toothbrushing at their school or setting.



Discover fun, educational materials to support with Kids Brush Time



Scan the QR code to learn more...



Top tips for toothbrushing



Step 1

Brush the **front** of each tooth all the way to the gum line.



Step 3

Brush the **biting** surface of each tooth



Step 2

Brush the **back** of each tooth all the way to the gum line.



Step 4

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



Step 5

Supervise and assist your child's toothbrushing until they are at least 7 years old.