

Bright Smiles, Bright Futures

Caregiver

Guide

Healthy oral care essentials
for every family





Most dental problems are preventable!



Tooth decay is very common, but simple habits can make a big difference.

Without regular brushing, plaque builds up on teeth, which can lead to cavities, pain, and even tooth loss.





Simple Habits

That add up over time.

The basics

Brush 2x a day

Morning and night for 2 min



The tools

Use fluoride toothpaste

It helps keep teeth strong and protected



Complete your routine

Flossing

When teeth touch, clean between them with floss



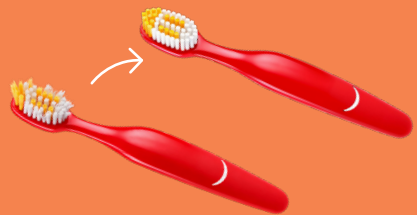
Limit sugary food and drinks

To reduce your risk for cavities



Toothbrush

Replace it every 3 months
and avoid sharing



Visit a dental professional

Establish a regular care routine
with your dental professional



How to Brush

Brush 2x a day ☀️ morning
and 🌙 night for 2 minutes 🕒

1



Outside

2



Inside



Use a **pea-sized** squeeze of flouride toothpaste



3

4



Where you chew



Tongue

Watch the BSBF Brushing Challenge
[Youtu.be/BrushingChallenge](https://youtu.be/BrushingChallenge)



Scan to watch

Support your family's journey

Feeling supported helps
healthy habits stick!

1

Supervise or help
children brush and floss
up to the age of 7



2

Let your children
see you brush



3

Celebrate effort
and progress



4

Talk about dental visits as
routine care to **keep teeth**
healthy, not as a punishment



Remember!

Some days can be harder than others.
Just do what you can, and go from there!





Interested in learning more about the BSBF
program or accessing additional resources?

Visit ColgateBSBF.com

©2026 Colgate-Palmolive Company. All Rights Reserved. A Global Oral Health Program.

