

Bright Smiles, Bright Futures

Get to Know

the

Program



About BSBF

Bright Smiles, Bright Futures (BSBF) is Colgate's flagship public health and social impact program. The program has reached more than two billion children and families around the world since 1991 and is designed to help children and families build healthy oral care habits through:

1



Engaging learning sessions

2



Practical tools



Why BSBF Exists



Oral diseases are among the most common health conditions in the world, and tooth decay is the most common chronic disease of childhood.



The good news is that many oral health problems can be prevented through simple daily habits, early learning, and access to the right tools and support.



Good oral health is an important part of a child's overall health and wellbeing. When children experience oral pain, it can affect their ability to eat, sleep, learn, and thrive at school.



BSBF was created to make oral health education fun, engaging, and accessible, while giving children, families, schools, and communities practical tools to support healthy oral care habits every day.

What Participation Involves

A BSBF ambassador works with your school or organization to deliver three simple components:

1



Oral care tools and educational materials

Children, educators, community leaders, and caregivers receive practical tools and resources to support healthy oral care habits at school, at home, and in the community, including toothbrushes, toothpaste, brushing charts, and oral care guides.

2



Introduction meeting

A brief meeting with educators or community leaders to introduce BSBF, answer questions, and share resources that support participation in the program.

3



Learning sessions

Interactive learning sessions that help children explore oral care and practice healthy habits.

The program is designed to fit alongside existing activities and requires minimal additional effort from participating schools and organizations.

Our Mission is Education

BSBF is designed to help children learn about preventive oral care and healthy daily habits. The goal of the program is to provide practical knowledge, tools, and resources that support lifelong oral health.





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

Visit ColgateBSBF.com

