



Date here:

Dear Name here..

I am a local dental professional. I am interested in helping to improve children's oral health. I would like to introduce you to **Colgate®'s Bright Smiles, Bright Futures™ program**, a free education program which can help to embed good oral health habits in children.

Globally, between 60-90% of school children experience cavities in their teeth\* and the earlier children learn about good oral health, the better chance of having healthy teeth for life!

Developed in partnership with teachers and dental professionals, the Bright Smiles, Bright Futures™ program has been operating globally since 1991, and gives teachers, children and families the **tools they need to make good oral hygiene a permanent part of their lives**. The program focuses on prevention messages to build confidence – enabling kids to take control of their own oral health and build a future to smile about.

As part of Bright Smiles, Bright Futures™, we would welcome the **opportunity to offer specific BSBF sessions** directly with your students to educate them about oral health and hygiene. Primary school students would receive their very own toolkit, which includes a toothbrush, toothpaste and educational leaflet to take home and share with the family!

Please let me know if I can share more details about the program with you. I encourage you to head to the **Bright Smiles, Bright Futures™** website for more details – **www.colgatebsbf.com**

Thank you and I look forward to hearing from you.

Kind regards,

Name here...

\*Source: FDI World Dental Federation

**Clinic details here**

Name: Clinic Name Here...

Address / Contact: Address and Contact



Go to **www.colgatebsbf.com** for more information