



Keep  
Britain  
Smiling



## Colgate® *Bright Smiles, Bright Futures*™ Dental Practice Programme 2018

Colgate® are partnering with dental professionals again this year to raise awareness of maintaining good oral health in children. Your practice is key in helping to give over one million of Britain's children the best start.

By providing education, engaging activities and product samples, we hope to get children excited about maintaining their oral health and making it a routine part of their day.

In addition to the dental practice packs, and as part of the wider UK Colgate® *Bright Smiles, Bright Futures*™ programme, we are also distributing oral health education packs to teachers of 400,000 five to seven year-old children across the UK. Worldwide, we have reached over 1 billion children with our message of good oral health – we couldn't have achieved that without you!

Please see overleaf to find out what's in your Colgate® *Bright Smiles, Bright Futures*™ practice pack and some ideas of how to put the programme into practice.

Where can I find out more? Visit [www.colgateprofessional.co.uk](http://www.colgateprofessional.co.uk) for more information about Colgate's *Bright Smiles, Bright Futures*™ programme.





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## Colgate® *Bright Smiles, Bright Futures™* Practice Pack Contents



### Practice Poster

Time at the dental practice is a good occasion to help families consider their oral health. The practice poster is a great opportunity to promote 7 key evidence-based messages to improve oral health.



### Brushing Chart and Activity Sheet

Get your younger patients excited about learning about oral health with our activity sheet. Flip the page and build a routine around brushing last thing at night and on one other occasion with the brushing chart.



### Stickers

Reward and motivate children attending your practice with stickers.



### Patient Information Leaflets

Good oral health starts early! Let parents know what's important and how they can foster good habits at an early age to help their child's smile last a lifetime.



### Colgate® Maximum Cavity Protection Sample

The only fluoride toothpaste for children with an additional ingredient to help fight sugar acids.

