

**Colgate®**

**BRIGHT SMILES,  
BRIGHT FUTURES™**



[www.colgatebsbf.com](http://www.colgatebsbf.com)



**Welcome  
Tooth Defenders**





# Have fun, and together lets us all be Tooth Defenders

To learn more and obtain extra educational information, please visit:

[www.colgatebsbf.com](http://www.colgatebsbf.com)

## Bright Smiles, Bright Futures™

Bright Smiles, Bright Futures™ gives teachers, children and families the tools they need to make good oral health a permanent part of their lives. With the focus on prevention, the program builds self-esteem, teaches good oral health practices and builds self esteem to create lifelong habits.

**Most importantly, BSBF inspires kids to take control of their own oral health.**

Its messages of empowerment enable children to not only understand **what** to do to take care of their teeth and gums, but the **why** behind the messages. In this way, BSBF equips children to become Tooth Defenders, and give them smiles to last a lifetime!



**Tooth Defenders skills Brush Better**

- Place the toothbrush at a 45-degree angle towards the gumline. Use gentle, short strokes, moving the brush back and forth against the teeth and gums.
- Brush inside surface of each tooth in a similar way.
- Brush chewing surface of each tooth.
- Use tip of brush to brush behind each front tooth, both top and bottom.
- For a fresher breath, don't forget to brush your tongue!

**Color the Tooth Defenders**

Color each character with the color you like.

Check off each one as you brush, morning and night.

DAY 1 DAY 2 DAY 3 DAY 4 DAY 5 DAY 6 DAY 7

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**REPORT CARD**

Place the base into the divided tray the Wilbur.

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# DENTAL EMERGENCY!

## Different situations call for different action.

Be sure to keep this in an accessible place, along with other first aid information and supplies.

### TOOTHACHE

- Rinse out mouth vigorously with warm water.
- Use dental floss to remove any food trapped between teeth. If there's swelling, apply cold pressure on the outside of the cheek. Do not use heat or place aspirin on aching teeth or gums.
- **See a dentist as soon as possible.**

### OBJECT WEDGED BETWEEN TEETH

- Try to remove objects with dental floss. Guide the floss carefully to prevent cutting gums.
- **If you can't remove the object, see a dentist.**
- Do not try to remove the object with a sharp or pointed implement.

### BITTEN LIP OR TONGUE

- Give your child some pain relief.
- If there is bleeding, apply direct pressure to the area.
- Use ice every 10 - 15 minutes to relieve the swelling.
- **If the bleeding continues, call your dentist or visit an emergency medical practice.**

### Dentist/Hospital contact information:



### KNOCKED-OUT TOOTH

- Apply direct pressure to the bleeding area for about 20 – 30 mins.
- If the bleeding still doesn't stop, call your dentist or visit an emergency medical practice.
- If the tooth is dirty, gently rinse it under running water. Do not scrub it.
- Do not try to insert a baby tooth back in the socket.
- For a permanent tooth, gently insert it in its socket. If this isn't possible, place the tooth in a container of milk or cool water.
- **Immediately go to your dentist.**
- Don't forget to take the tooth with you.

### BROKEN TOOTH

- Remove the broken tooth or part of tooth, if this can be done easily.
- Apply direct pressure to the area with a clean cloth.
- To minimize swelling, apply cold pressure on the face in the area of the injured tooth.
- Gently clean dirt or debris from the injured area with warm water.
- If the tooth is still fixed, cover any sharp edges with a protective device like soft wax, or even chewing gum.
- **Immediately go to your dentist.**



## *Prevention is key*

The WHO and dental professionals have continuously advocated proper oral care practice to children at a young age, encouraging them to start taking responsibility for their own teeth as early as age 6 to 8.

### **Why is that?**

**Simply because prevention is always more effective than treatment.**

Children should know the importance of protecting their teeth and gums before anything goes bad. And that is why we created an innovative program that isn't just educational, but also highly engaging for your little patients and their families.



**Colgate®**

*YOUR PARTNER IN ORAL HEALTH*