

Manufacturer's Coupon/Expires 12/31/13

\$1.00 OFF on any



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Brushing with fluoride toothpaste fights plaque and keeps smiles bright!

Cavities among preschoolers have increased for the first time in 40 years. That means it's even *more* important to make sure your children learn how to take care of their teeth.

During the preschool years, your child is learning **oral health habits** that can help his/her smile last a lifetime. You are the best **role model** for brushing and helping your child understand how to take care of his/her teeth and gums!

As a parent, you can help your child have a **bright smile** for a **bright future!**

Here are the **3 Simple Steps** to follow... and to teach your child, too!

Colgate® Bright Smiles Brushing Chart

Remember to brush your child's teeth with fluoride toothpaste at least twice a day, especially after breakfast and before bedtime.

Let's get started!



Start Date

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
Day 9	Day 10	Day 11	Day 12	Day 13	Day 14	Day 15	Day 16
Day 17	Day 18	Day 19	Day 20	Day 21	Day 22	Day 23	Day 24
Day 25	Day 26	Day 27	Day 28	FINISH			

Have fun!

Hooray!

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Your Child's Bright Smile

You Can Help It
Last a Lifetime!



Look for the Bright Smiles Brushing Chart on back panel!

Carroll New York, New York, NY www.carrollnewyork.com

STEP 1

Brush your child's teeth at least twice a day with fluoride toothpaste, especially after breakfast and before bedtime.

Tell your child: Brushing gets rid of food and plaque – and fluoride keeps teeth strong and helps fight decay!

Help your child learn the proper way to brush.



1. Place brush at an angle along outer gumline. Wiggle gently back and forth. Repeat for each tooth.
2. Brush inside surface of each tooth, using the wiggling technique in 1.
3. Brush chewing surface of each tooth.
4. Use tip of brush to brush behind each front tooth, both top and bottom.
5. Don't forget to brush your tongue!

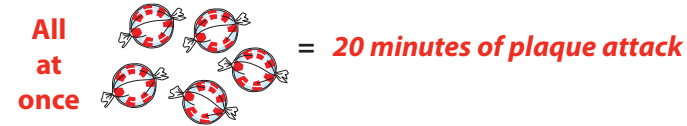
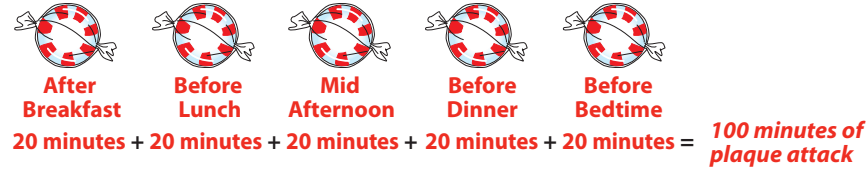


STEP 2

Limit the number of times your child eats snacks each day.

Tell your child: Every time you eat or drink anything other than water, "plaque" bacteria attack your teeth. That's why you shouldn't eat snacks too many times during the day.

Every Snack Causes Plaque



STEP 3

Visit the dentist regularly.

Tell your child: The dentist is your partner in oral health. Between checkups, we need to help by taking caring of your teeth and gums every day!

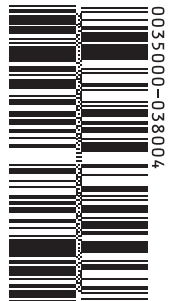
Your Child's Dental Appointment

During the dental checkup, the dental professional may:

- Clean and polish your child's teeth
- Check your child's teeth and gums
- Take X-rays
- Talk about proper oral care



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