

A Lasting Smile Starts With Great Oral Health Habits



(and a little bit of fairy dust)

Good oral health is as easy as 1, 2, 3!



A fairy-tale smile starts earlier than you might think

Get your child started with good oral health habits

Beginning an oral health routine with your child at an early age is important for the life of his/her smile. From before the time your baby's first teeth appear through the development of adult teeth, good habits are the foundation for the future of your child's oral health.



In this brochure, you'll learn about:

- Forming habits at an early age by making it fun
- Using specially designed age-specific products
- Teaching your child the proper techniques



Make forming oral health habits fun

Your child's mouth will go through stages. Crest + Oral-B and Disney® know there's something exciting about each stage. To help make brushing fun, Crest + Oral-B developed oral care products featuring your child's favorite Disney characters.

Crest® + Oral-B® PRO-HEALTH® Stages® brings magic to brushing

- Special products for every stage
- Disney characters make brushing fun

The Disney® Magic Timer™ App unlocks the secret to brushing longer

- The Disney® Magic Timer™ App works with all Oral-B® Stages® products to support healthy habits as your child grows
- Kids can choose a brush with their favorite character, and The Disney® Magic Timer™ App brings that character to life



© Disney. Based on the "Winnie the Pooh" works,
by A.A. Milne and E.H. Shepard.
© Disney.

Remember to supervise your child while he/she brushes and flosses until proper technique is learned.

Give your child a magical start before baby teeth and beyond

Begin baby's oral care early

4-24
MONTHS



- Wipe gums with a soft washcloth after feeding. This removes plaque and germs that cause tooth decay and gum disease
- Once baby teeth come in, brush teeth 2 times a day with water and a soft-bristle toothbrush
- Schedule the first dental check-up before his/her first birthday



© Disney. Based on the "Winnie the Pooh" works, by A.A. Milne and E.H. Shepard.

Make brushing comfortable for babies, with Winnie the Pooh

Oral-B® PRO-HEALTH® Stages® Toothbrush

- Baby-soft inner bristles are gentle on tender gums, and small, oval-shaped brush head helps maximize surface area coverage



visit www.oralb.com/stages for additional product information.

Let PRO-HEALTH Stages be there at every stage to make establishing oral care habits easy and enjoyable.

Give them the training wheels they need to become the best brushers

Help toddlers become brushing stars

2-4
YEARS



- Once your child understands not to swallow toothpaste, use a pea-sized amount of a kid's fluoride toothpaste to help prevent cavities
- Brush 2 times a day for 2 minutes for the best clean
- Try to break thumb-sucking and pacifier habits by age 4, since they can affect tooth spacing
- Schedule regular dental check-ups every 6 months



© Disney. **Disney Junior**

Encourage toddlers to become great brushers with their favorite characters by their side

Oral-B PRO-HEALTH Stages Toothbrush

- Colored "target" bristles show kids where to put toothpaste

Oral-B® PRO-HEALTH® Stages® Power Toothbrush*

- Rotating Power Head™ and interdental bristles provide a thorough clean, while being as gentle as a manual toothbrush

Crest® PRO-HEALTH® Stages® and Kid's Crest® Cavity Protection Toothpastes

- Contain Fluoristat®, which protects against cavities, yet is safe on enamel



visit www.oralb.com/stages for additional product information.

*Not intended for children under the age of 3.

Let PRO-HEALTH Stages be there at every stage to make establishing oral care habits easy and enjoyable.

Now they're ready to be the star of their brushing routine

Encourage kids to become independent brushers

5-7
YEARS



- Reinforce 2-minute brushing 2 times a day (in the morning and before bed)
- Use a child's toothbrush that's designed to help clean the hard-to-reach back molars, where more plaque can collect
- Use a child-safe fluoride toothpaste for cavity protection—remind him/her not to swallow toothpaste
- Begin flossing as soon as 2 teeth touch. Use floss holders or help your child floss until he/she gains the dexterity to do it on his/her own



© Disney.
© Disney/Pixar.

Keep their enthusiasm high with “big kid” brush features and their favorite Disney characters

Oral-B PRO-HEALTH Stages Toothbrush

- Tongue cleaner and Power Tip® bristles ensure they clean their whole mouth

Oral-B® PRO-HEALTH® Stages® Power Toothbrushes

- Rotating Power Head and interdental bristles provide a thorough clean, while being as gentle as a manual brush

Crest PRO-HEALTH Stages and Kid's Crest Cavity Protection Toothpastes

- Contain Fluoristat®, which protects against cavities, yet is safe on enamel



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Let PRO-HEALTH Stages be there at every stage to make establishing oral care habits easy and enjoyable.

Teach the proper technique for oral health success

How to brush

- Inside and outside of every tooth: Place the brush at a 45-degree angle; with short, gentle strokes, move the toothbrush from the gums toward the edge of the teeth
- Chewing surfaces: Hold the brush flat and brush back and forth. It'll be fun if your child holds the brush, too
- Inside surfaces of front teeth: Tilt the toothbrush up or down and use gentle up-and-down strokes with the tip of the brush

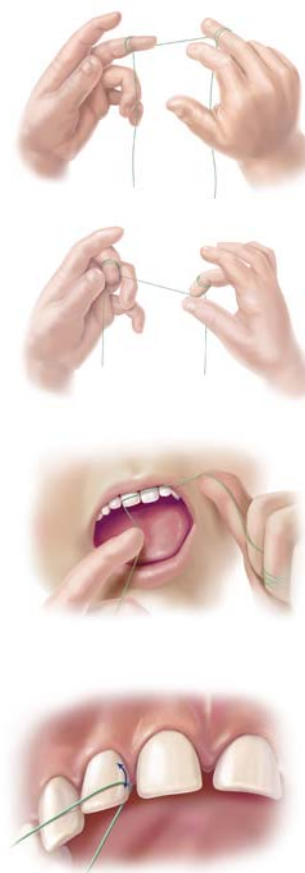


Keep in mind:

- Start brushing with a child-sized soft-bristle toothbrush as soon as baby teeth come in
- After the age of 2, and when your child understands not to swallow toothpaste, use a pea-sized amount of fluoride toothpaste

How to floss

- Wrap the ends of the floss around the middle fingers (recommended floss length is 8" to 24")
- Hold the floss between the thumb and middle finger, leaving about 1" of floss between hands
- Gently work the floss between teeth. Once you reach the gumline, curve floss into a "C" shape around the tooth and make sure to go below the gumline
- Gently glide the floss up and down several times between each tooth, including the back teeth



Keep in mind:

- Start flossing as soon as 2 teeth touch
- Floss for your child until he/she can do it on his/her own, using the above technique

The right techniques help your child learn good brushing and flossing habits today!

The FREE Disney® Magic Timer™ App

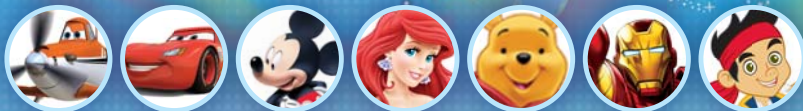
by Oral-B®, powered by DREAMPLAY™

unlocks the secret to brushing longer

- 1 **DOWNLOAD** the **FREE** app
- 2 **SCAN** any Oral-B
PRO-HEALTH Stages product
- 3 **WATCH** the characters
come to life



Compatible with all Oral-B PRO-HEALTH Stages products



Ask your dental professional about the right Oral-B PRO-HEALTH Stages product for your child.

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