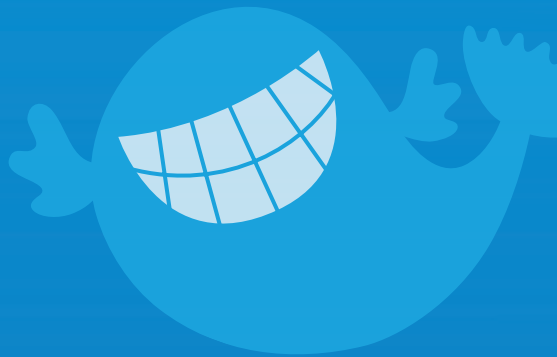




More Oral Care Tips

- Get your child's teeth checked by a dentist twice a year.
- Change your child's toothbrush every 3 months to make sure their brushing is as effective as possible.
- Limit sugary snacks, sodas and sports drinks.

To learn more about keeping your child's smile healthy and beautiful for life, visit www.crest.com, www.oralb.com and www.dentaeducation.crest.com.



FOR THE PARENTS OF Deep Sea Squad Member



Crest

Oral-B

Dear Parents:

Today your child learned about the importance of oral care through the use of the Crest® and Oral-B® Dental Education Program. This program teaches children the value of maintaining a healthy oral care routine through fun and easy activities.

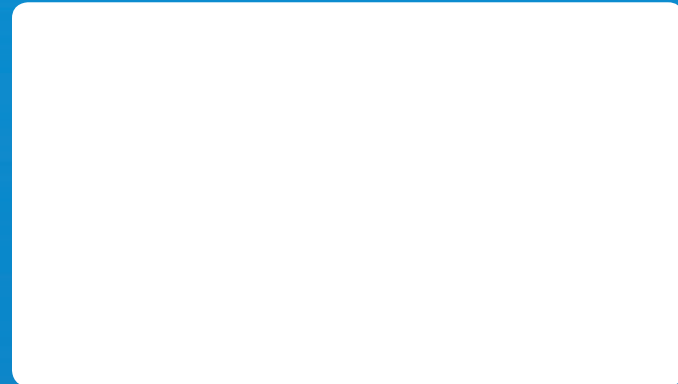
The Crest and Oral-B Dental Education Program:

- Makes it easy for kids to learn oral care basics through fun activities and worksheets
- Inspires students to practice healthy oral-care habits
- Teaches helpful tips and fun facts about oral care
- Provides take-home learning aids so kids can implement what they learn at home

The Crest and Oral-B Dental Education Program is provided as a free educational service by the Crest and Oral-B brands of oral care products.

This brochure contains some great information about healthy oral care practices for your children. Your child also brought home a handy mirror cling and stickers that can reinforce this recommended daily routine.

If you have any questions about the Crest and Oral-B Dental Education Program, or if you would like to learn more about healthy oral care habits for your children, please call me at:



Thank you very much for your interest in and support of this important education program!

Suggested Daily Routine

Brush Twice a Day

- Brush with cavity protection toothpaste for two minutes.
- Brush fronts, backs and tops of teeth, plus the top of the tongue.
- Use a child-sized, soft-bristled toothbrush and replace it every 3 months or when bristles are worn.



Kid's Crest Toothpaste provides the effective cavity protection you expect from Crest with clinically proven Fluoristat® that's also gentle on tooth enamel. It comes in kid-friendly flavors, too.

Oral-B Stages Toothbrushes

are designed for children at each stage of development. They have kid-friendly graphics and unique design features to meet the needs of kids' changing mouths.



Floss Once a Day

- Floss to remove plaque and food particles from between the teeth and below the gumline. Brushing alone can miss up to 30% of the tooth surface!
- A contoured handle flosser can make it easy for kids to floss.



Oral-B Stages Flossers

are similar to a floss pick. Because flossing can be a challenge for kids, Stages Flossers are specially designed to be easily held and to make flossing fun for kids.



Rinse Twice a Day

- Use rinse* for 1 minute twice daily after brushing to help prevent cavities.
- Show your child how to rinse properly and spit the rinse out in the sink.



Crest PRO-HEALTH For Me Anticavity Fluoride Rinse fights cavities, strengthens teeth enamel and freshens breath without the burn of alcohol. It also reaches places your child may have missed while brushing. It's safe and effective for the whole family, including children 6 and up, when used as directed and with parental supervision.

* Children 6-12 years of age with parental supervision.