

# PEPSODENT BRUSH DAY & NIGHT

**JOIN OUR MISSION TO  
EDUCATE CHILDREN  
TO BRUSH DAY & NIGHT**





Pepsodent's school programmes and free dental check-ups have reached more than 75 million people over the last 25 years, **thanks to the dedication of dental professional partners like you.**



As you know, dental decay is an enormous global issue today. Nearly **100% of adults and 60-90% of school children** suffer from dental caries, affecting their health and self confidence.<sup>1</sup>



Yet, the solution is simple: **brushing twice a day** with a fluoride toothpaste.



That is why Pepsodent has a mission to change habits, starting with children. Behaviours learnt at a young age are more likely to be retained, and **Pepsodent has worked with dental care professionals for more than 25 years on school programmes** that educate on twice-daily brushing. The children we reach become ambassadors to their family, passing on the message to them as well.

Central to this mission is Pepsodent's **21-day Brush Day & Night programme**. This initiative aims to improve school children's oral health through education on oral hygiene and toothbrushing, reinforced over 21 days.



In 2014-2016, a study was carried out **in partnership with the FDI World Dental Federation** to assess the effectiveness of our 21-day Brush Day & Night programme.

The study's results showed that the programme led to:<sup>2</sup>

- ✓ **25% increase** in twice-daily brushing
- ✓ sustained behaviour change **for 6-12 months.**

But the job is not over yet.

**Your support is vital** to continue to reach many more children and their families driving behaviour change to Brush Day & Night.

1. Oral Health. World Health Organization. April 2012; 2. Melo P, Fine C, Malone S, *et al.* The effectiveness of the Brush Day and Night programme in improving children's toothbrushing knowledge and behaviour. *Int Dent J* 2018; 68(Suppl 1):7-16.