

Pepsodent



BRUSH DAY & NIGHT WITH LITTLE BRUSH BIG BRUSH

Dear Parents,

Your child's teeth need your help!

Every day, germs and acids from food attack your kid's teeth and cause painful cavities, ruining their smile. Their smiles are important and we have to do something about it! Defeating these awful germs is as simple as brushing day and night daily – but how do we get the kids on board?

So we had a great idea...

Just like how it takes 21 days to form a habit, we want to take you and your child on a 21-day adventure, to instill a daily habit of brushing day and night for strong and healthy teeth. We have designed various activities the whole family can take part to make brushing fun for your child.

Start your brushing journey with **Little Brush Big Brush Episodes** on our YouTube channel or website. In every video, your child will go on an adventure around the world and learn good brushing techniques from our friendly animals. Watch it during night time brush with your child to make brushing extra fun.

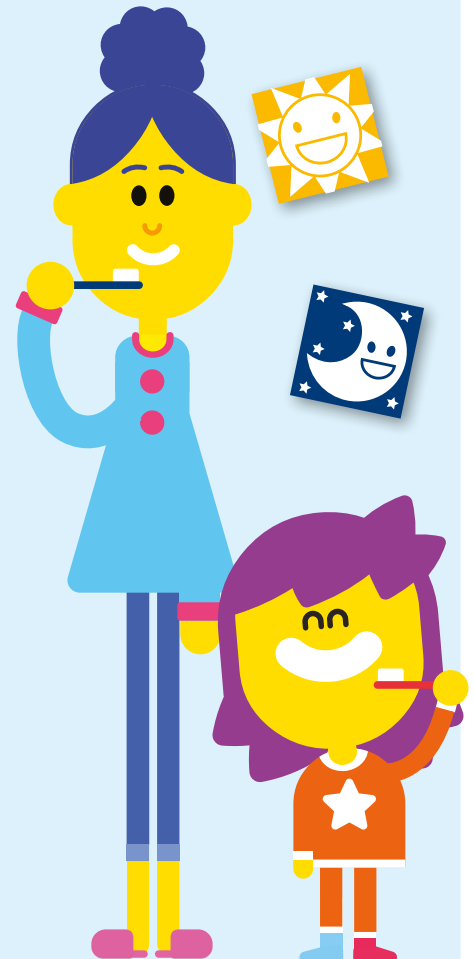
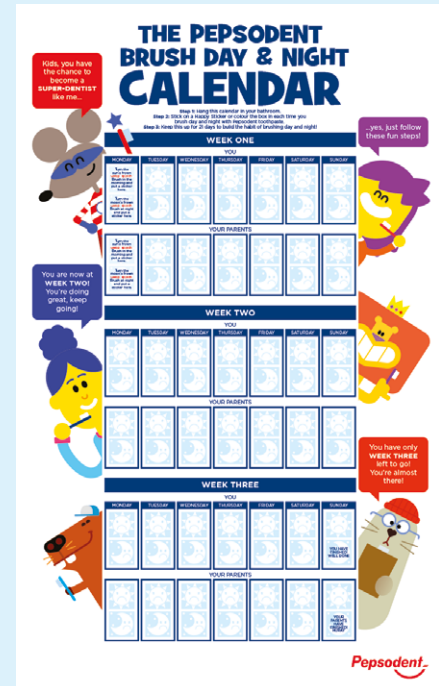
If your child loves bedtime stories, we have something for them too! Our downloadable **Little Brush Big Brush Storybook** on our website has 21 thrilling chapters teaching and reminding kids to brush their teeth before they go to sleep.

We have other materials too. The printable **Brush Day and Night Calendar** on our website helps you monitor your child's brushing habit by rewarding them with a sticker - the sun (in the morning) or the moon (in the evening) - each time they brush their teeth.

Follow these activities closely and you can keep their smiles healthy and bright for a long time to come.

Thanks in advance for your help!

The Pepsodent Brush Day & Night Team.



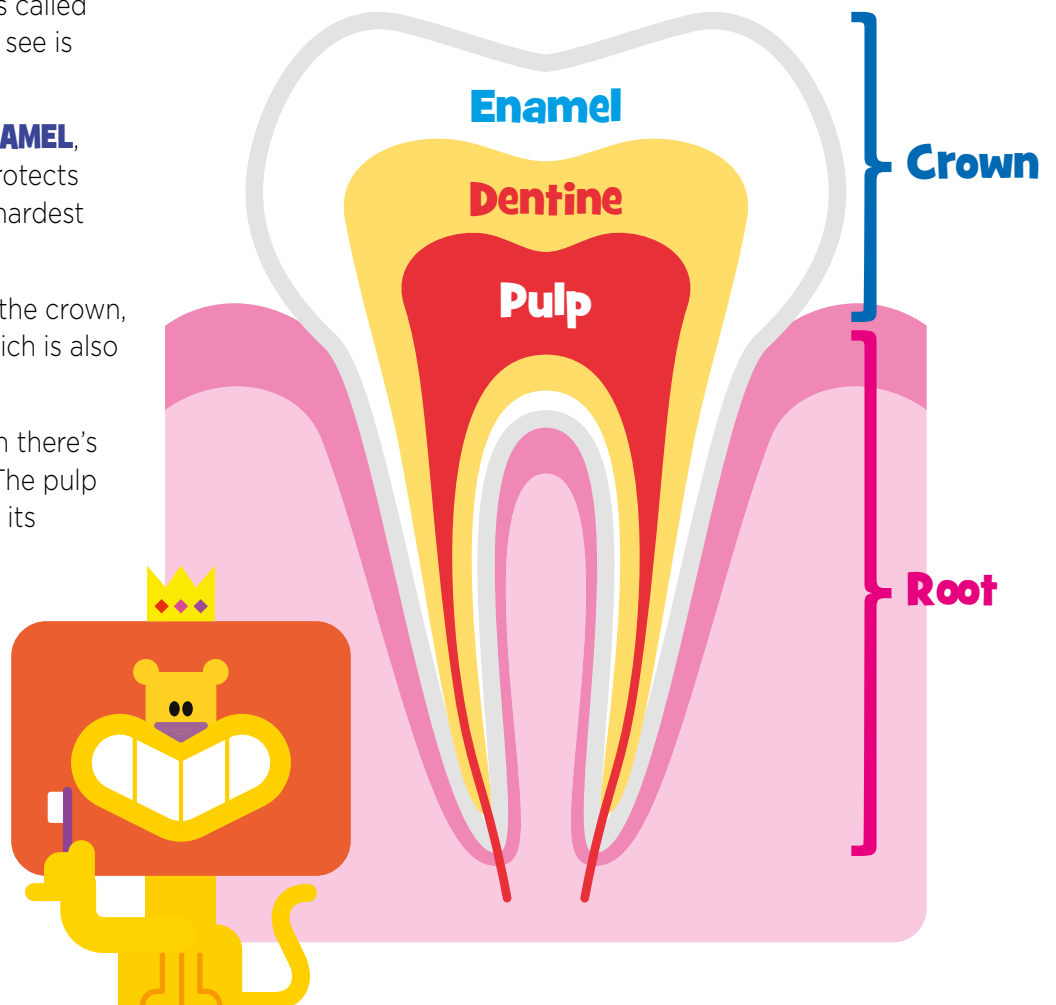
LEARN ALL ABOUT YOUR TEETH

In our lifespan we have 2 types of teeth:

- **KIDS HAVE 20 MILK TEETH.** They are: 8 incisors, 4 canines and 8 molars. Kids have milk teeth from 0 to 6 years.
- **ADULTS HAVE 32 TEETH.** They are: 8 incisors, 4 canines, 8 premolars, 8 molars and 4 wisdom teeth. Permanent teeth are formed from 6 years old and will be fully developed between 18 to 25 years.

We use our teeth in so many ways and we need to take good care of them. When our teeth are healthy, they're very strong.

- Each tooth is rooted into our gums. The part we cannot see is called "**ROOT**". The part we can see is called "**CROWN**".
- The crown is made of **ENAMEL**, which is very hard and protects the tooth. Enamel is the hardest substance in your body.
- Inside each tooth, under the crown, there is the **DENTINE**, which is also very hard.
- At the center of the tooth there's a soft part called **PULP**. The pulp is how the tooth receives its nourishment.

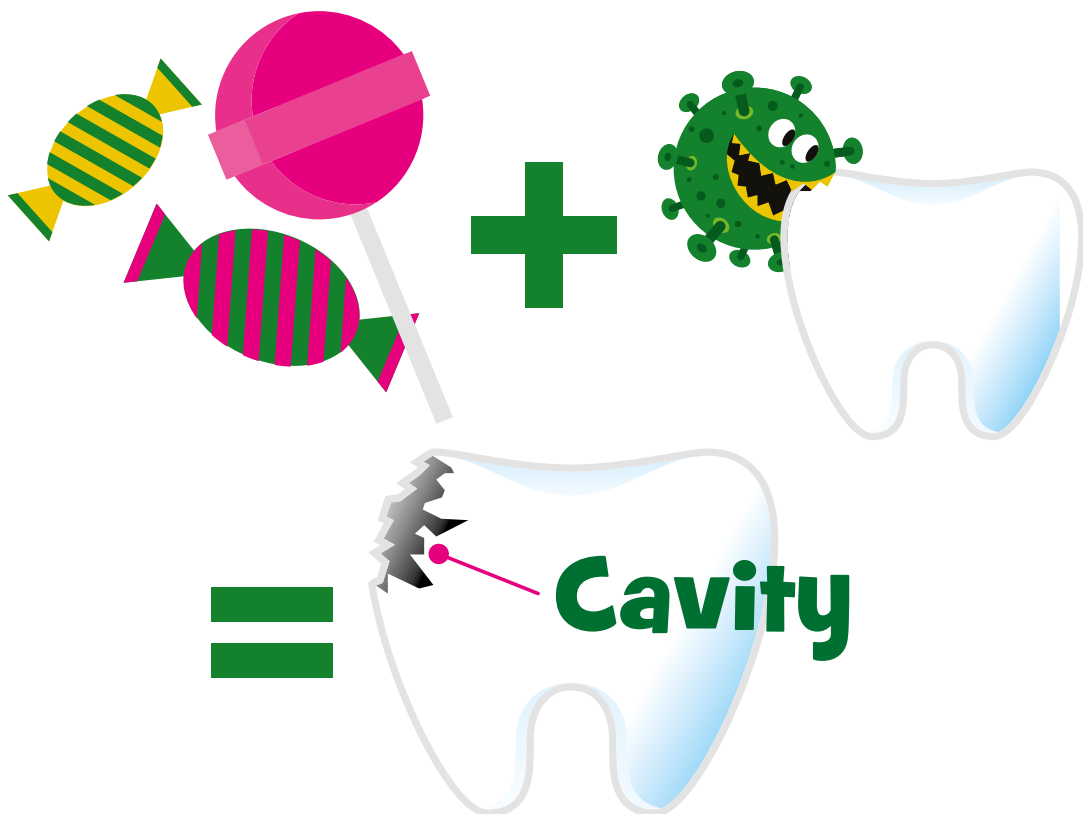


CAVITIES ARE A BIG PAIN

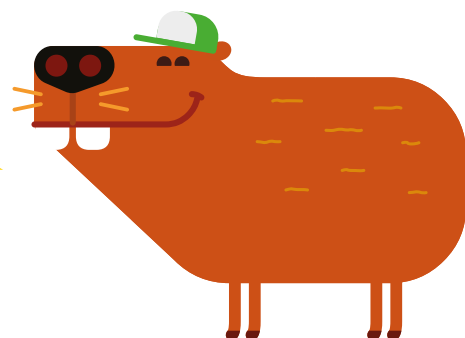
Your mouth is a busy place. Lots of germs are always on the move in your mouth but they are so small you cannot see them.

Sticky and sweet foods like candy, lollipops, and chocolate can cause cavities, too. Sometimes, the germs stick to your teeth and use the sugar from sweets to grow and cause cavities.

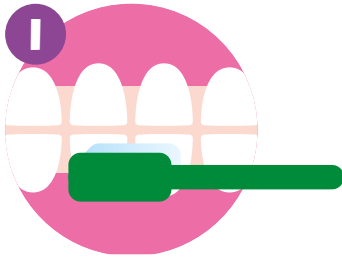
Cavities are tiny holes in your teeth only a dentist can see. They do not heal naturally like a cut does. They can get bigger and bigger until they are very painful and only a dentist can make your tooth better.



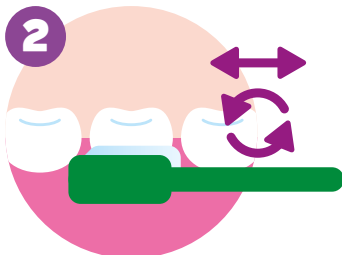
Sticky, sugary
foods and germs
cause painful
cavities.



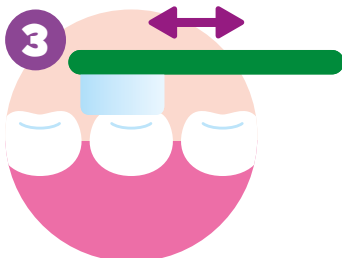
HOW TO BRUSH, BRUSH, BRUSH in 5 SIMPLE STEPS



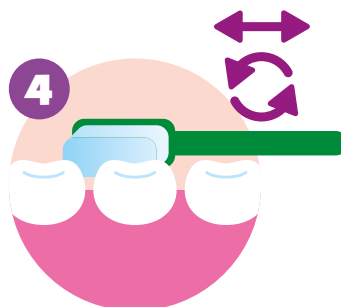
With a fluoride toothpaste, brush your teeth so that the bristles contact both your teeth and gum line.



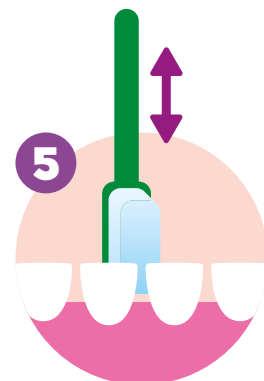
Gently brush the outer tooth surfaces using a vibrating back and forth rolling motion.



Brush against the biting surfaces of the teeth using a gentle back and forth scrubbing motion.



Gently brush the inner tooth surfaces using a vibrating back and forth rolling motion.



Using the toothbrush vertically make several up and down strokes.



Remember to have children brush their teeth twice a day, day and night, before going to bed. Do not forget to schedule a visit to the dentist regularly, once every 6 months.

FREQUENTLY ASKED QUESTIONS ABOUT CHILDREN'S ORAL HYGIENE

1

When do I need to start taking care of my child's teeth?

Start taking care of their mouth immediately after birth by cleaning the gums with gauze or a clean towel at least twice a day. It is good to do it especially after breastfeeding and before going to sleep. As soon as their first tooth comes out, it's time to start brushing regularly.



2

How often should my child brush their teeth?

Every child should brush their teeth twice a day for at least two minutes. This helps to reduce the risk of tooth decay and gum disease. Brush in a circular motion once in the morning after breakfast and once before going to bed. Make sure they do not eat anything after brushing their teeth at night.

3

How much toothpaste should my child use?

If your child is less than 3 years old, toothpaste the size of a grain of rice is sufficient. For older children, use a pea-sized amount.

4

Should a child use fluoride toothpaste?

Every child should brush their teeth using fluoride toothpaste. Consult with the dentist for advice on the necessary fluoride concentration.

5

Is rinsing mouth after brushing recommended?

Your child should not rinse immediately after brushing. Instead, get them to spit any excess toothpaste before rinsing. This is to preserve the protective coating released by the fluoride in the toothpaste which strengthens the teeth's cavity-prevention power.





6

How often should my child's toothbrush be replaced?

For proper oral hygiene, the toothbrush should be replaced approximately every 3 months or more frequently if the bristles have frayed.

7

Can sucking on pacifier or thumb affect my child's teeth?

Sucking the pacifier or thumb for too long can affect the development of the child's mouth and teeth. Choose an anatomical pacifier instead and avoid using it over 3 years of age.

8

Should my child have a diet that limits food and drinks with a high sugar content?

A child's sugar intake should be limited to a maximum of 3 teaspoons a day. Make sure they do not consume excessive amounts of sugar from snacks, packaged food and fizzy drinks to prevent tooth decay or other ailments.

9

What can I do to protect my child's teeth and mouth during contact sport?

Your child may need to wear a mouthguard during sports involving physical contact, moving objects or regular falls. A mouthguard protects the mouth against fracture and loss of tooth. You should consult a dentist to determine if your child's activities requires a mouthguard.

10

How often should I take my child for a dental check-up?

The child should be brought to the dentist after their first tooth has erupted and no later than their first birthday. Schedule regular check-ups every 6 months to reduce the risk of disease and negative health consequences.



WAYS TO MAKE BRUSHING FUN FOR KIDS

Let them choose their own toothbrush as a gift

Big or small, everyone loves gifts! What better way to start a new oral hygiene routine with a brand-new toothbrush? Get them to choose their 'gift' in their favourite colour and characters so they will be excited to use it.

The taste of their toothpaste can help

Some are too "spicy", others taste "bad". The taste of the toothpaste can make or break your child's love for brushing. Involve the kiddos in a taste test, toothpaste edition. Fruit or mint, it does not matter, as long as the chosen toothpaste contains the right percentage of fluoride.

Enjoy two minutes with Little Brush and Big Brush

Brushing should last at least two minutes. To adults, it seems short but for the little ones, it may seem like forever. How do you make time pass quickly? Simple, with the adventures of Little Brush Big Brush on our YouTube channel and website.

Make brushing part of their night routine

Having a standard night routine will help kids understand and look forward to the next activity. We recommend a brush-story-sleep routine. Start with the adventures of Little Brush Big Brush videos during your brush, then read them a chapter of our storybook found on our website then slowly tuck them into bed.

Brush together

Children very often imitate their parents. Take advantage of this by playing a game of monkey see monkey do when brushing. You can change your regular brushing moves with sound effects, facial expressions and more - your child has to follow. With crazy antics, it will make brushing more fun!

