

Pointers For Parents

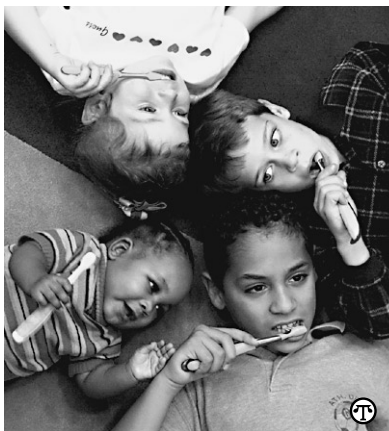
Helping Children Have Healthy Teeth For Life

(NAPSA)—According to the National Center for Chronic Diseases, the average three-year-old already has two cavities, and dental caries (diseased or decayed teeth) is the most chronic disease of childhood. In the U.S., children lose approximately 52 million hours of school each year due to dental problems and related care.

Fortunately, there are now oral care products specifically designed to care for kids' teeth throughout their growing years. The Gillette Company has introduced Oral-B Stages, a line of toothbrushes designed to meet the special needs of children at different stages of dental development—from infancy to pre-teen years.

“Oral-B Stages is a significant advance in children's oral care products, as it redefines the way children approach dental hygiene,” says Bruce Cleverly, president, Gillette Oral Care Products. “Until now, children's toothbrushes have been smaller versions of adult toothbrushes with kid-friendly designs. By leveraging advanced brushing technology, Oral-B has created a line of innovative products that will help children have healthy teeth for life.”

Each of the four toothbrushes addresses the “three D's” of children's oral care: dentition (specific characteristics of a child's jaw and teeth), dexterity (a child's ability to effectively reach and clean different areas of his or her mouth)



Children need different toothbrushes for their various stages of dental development.

and development (factors that motivate children to brush).

Stage 1 (4 to 24 months) is designed to brush baby's gums and first teeth. The brush features baby-soft bristles and a large brush head that gently massages the gums.

Stage 2 (2 to 4 years) is for a toddler who is learning to brush and whose baby teeth are growing in.

Stage 3 (5 to 7 years) is for children who are starting to lose baby teeth while their first permanent molars are growing in.

Stage 4 (8+ years) is for the child with a complex mixture of different-sized permanent and baby teeth.

To learn more about Oral-B Stages and maintaining healthy teeth for life, visit www.oralb.com.