



Colgate®



# Protecting your child's smile

Know what's important and take action together



# 5 steps to ensure your child's smile lasts a lifetime



## Brush teeth twice a day

Use an age appropriate fluoride toothpaste from when the first tooth appears, before bed and on one other occasion.

Spit, don't rinse; rinsing washes the fluoride protection away.



## Limit sugary snacks & drinks

Frequent sugar intake is bad for your teeth. Watch out for hidden sugars in fruit, smoothies and cereal bars. Try to limit sugary drinks and snacks.



## Supervise your child

Supervise your child during toothbrushing until they are at least 7 years old.



## Visit your dental professional regularly

Make dental check-ups a fun habit for your child. Consider establishing a fun post check-up routine, like an outdoor activity or watch a new film.



## Change your toothbrush every 3 months

If the bristles on your toothbrush are looking worn, they won't remove as much plaque so it's time for a new one!

# Colgate® range for kids



For children aged **0-2**  
who are learning to brush

- Extra soft bristles for effective and gentle cleaning



For children aged **3-5**  
who are learning to brush

- Small head for easy access to child's mouth



For children **6+** years with  
both baby and adult teeth

- Thumb grips and rounded handle for a comfortable grip



- **Age-appropriate** fluoride level 1000 ppm
- **0%** artificial flavours, colourants and sweeteners
- Fruit flavour



- **Age-appropriate** fluoride level 1450 ppm
- Contains arginine to **neutralise sugar acids**<sup>1,2</sup>
- **0%** artificial flavours, colourants and sweeteners
- Delicate mint flavour



- **Age-appropriate** fluoride level 1450 ppm
- Contains arginine to **neutralise sugar acids**<sup>1,2</sup>
- Colour change technology

Toothpaste  
amount used  
varies with age:

**Under 3 years**  
use a smear



**3 to 6 years**  
use a pea size

