

Bright Smiles, Bright Futures™



Colgate® recognises the importance of good oral health for children, that's why we've brought our global oral health initiative **Bright Smiles, Bright Futures™** to the UK. The programme aims to help children's smiles last a lifetime by teaching children to become Tooth Defenders. Work together as a team to help your child be a lifelong Tooth Defender!

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A Global Oral Health Initiative.

50p off any Colgate® Kids Toothpaste at Tesco

TESCO 50p off 

This coupon can be used as partial or full payment at any Tesco store.



9925100610502

Valid for use in store until 31st December 2018

Terms and Conditions: Hand this coupon over to the Tesco checkout operator to redeem 50p against Colgate® Max Cavity Protection Kids Toothpaste 50ml, Colgate® Smiles 3 To 5 Years Kids Toothpaste 50ml or Colgate® Smiles Junior 6 Years Plus Toothpaste 50ml only. Smudged or unclear barcodes are unable to be scanned at the till. This coupon can be used once at its face value in store only. Only one coupon per transaction, offer is subject to availability. Valid in the UK only, not redeemable through Tesco.com. This coupon has no cash value. No change given. Copied, damaged or defaced coupons will not be accepted. This coupon is and shall remain the property of Tesco Stores Limited and is not for re-sale or publication.

Discover Colgate® toothpastes for kids

Colgate® Smiles Toothpaste specially designed
for children



0-2 years old

- For milk teeth and delicate gums
- Contains recommended fluoride for 0-3 year olds: 1000 ppmf



3-5 years old

- For strong developing teeth
- Contains recommended fluoride for 3+ years olds: 1450 ppmf



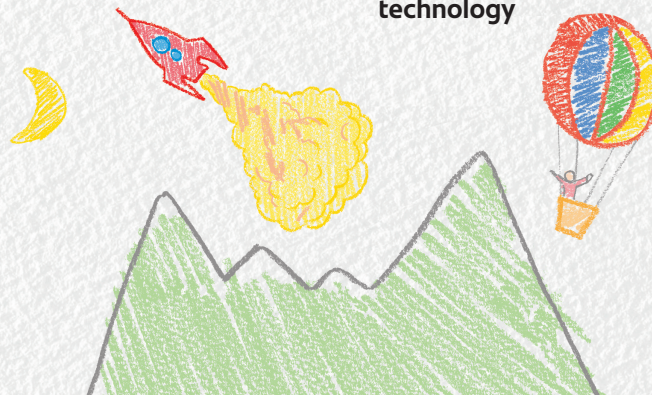
6+ years old

- For strong permanent teeth
- Contains recommended fluoride for 3+ year olds: 1450 ppmf

And for extra protection use Maximum Cavity
Protection for Kids 3+



Colgate Maximum Cavity Protection plus Sugar Acid Neutraliser™ toothpaste fights sugar acids in plaque before they harm your teeth with its unique pro-argin technology



PS3845

Protecting your child's smile



Know what's important
and take action together

www.colgate.co.uk



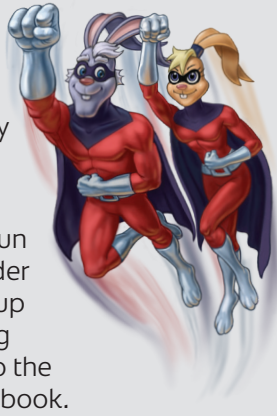
Steps to ensure your child's smile lasts a lifetime

1 Regular check-ups

Help your child become familiar with the dental practice, and get important information and advice on how to look after their smiles. Dental decays are a common problem but they are preventable! By visiting the dentist as soon as your children's first tooth appears or before the age of one, you can help your child grow with a healthy decay-free teeth. During the visits, dentists can check their teeth's development and offer fluoride varnish if necessary to prevent decay.

Tooth Defender Tip

Make dental check-ups a fun habit for your child. Consider establishing a post check-up routine, like an invigorating outdoor activity or a trip to the library to choose a special book.



2 Limit snacks

Everyone has plaque bacteria in their mouth. When plaque bacteria mixes with sugary foods and drinks, acids are produced which can cause tooth decay. Every time your child eats sugary foods or drinks, they increase their risk of tooth decay. That's why your child should limit the amount and number of times they consume sugary snacks or drinks each day.



Tooth Defender Tip

Pure fruit juices can also contain hidden sugars which can damage teeth, to avoid this consume fruit juices as part of a meal and limit the consumption to a small glass (up to 150ml)

3 Teach good habits at home

Tooth Defender Tip

You are an important role model, talk to your child about how great healthy teeth look and feel!

- **Brush teeth twice** a day with a fluoride toothpaste, before bed and on one other occasion
- **Supervise your child** during toothbrushing until they are at least 7 years old
- **Spit after toothbrushing** rinsing washes the fluoride protection away
- **Use mouthwash** to extend the benefits of brushing
- **Reduce** the amount and frequency of **sugary food and drinks**
- **Wear a mouthguard** when playing sports
- **Follow** the **brushing technique** below



Make sure you brush each tooth surface all the way to the gum line.



Brush inside of each tooth the same way as in Step 1.



Brush the biting surface of each tooth.



Use tip of brush to brush behind each front tooth, both top and bottom.

Help your child's smile last a lifetime

The Colgate® Magik™ toothbrushing kit is a brand new brushing experience that uses a brushing app that involves augmented reality to help your children enjoy toothbrushing time - while learning great lifelong brushing habits.



BRUSH

Open the Colgate® Magik™ app and get brushing



TRACK

Games guide where and how to brush



TEACH

Keep an eye on your child's progress



REWARD

Unlock new game experiences via good brushing



...& REPEAT

Build good life-long habits with an easy replacement of the Colgate® 6+ Manual Toothbrush

For more information please visit Colgate.co.uk/connect/magik

Colgate®

MAGIK™