

# For every child learning to brush—there's **NEW** Sonicare For Kids.

A good oral health program is the key to your child's future oral health.

- Establish healthy brushing habits even when you are brushing for them
- Explain to them the importance of brushing twice a day
- Make sure they know that the longer they brush, the better it is for their teeth and gums
- Explain that if they don't brush, plaque and germs will stick to their teeth and make them unhealthy
- Ask your dental professional about fluoride if your water supply is not fluoridated, or if your family uses purified water

**Sonicare For Kids**

Inspire them to brush by making it fun, not a chore.

- Find things that make it fun for them: play music, have them brush their teeth first and praise them while they brush
- Make a checklist or colorful sticker calendar for your child to track their tooth brushing habit



As children begin to brush independently, make sure they brush effectively.

- When it's time to transition your child to brushing on their own, it's still important to supervise the results
- Stay with them to watch how they hold the brush, and make sure they are brushing all those hard-to-reach spots in their mouth
- Remember that younger children do not have the manual dexterity required to brush teeth effectively—so they still need you to “take a look” when they are through



Your child's dental professional is a teacher, too.

Your dental professional can show your child in a mirror the areas where they need to concentrate more when brushing. Dental professionals are wonderful teachers for your child—explaining how important it is to brush and floss. Together, you can ensure your child gets the best oral health results possible as they learn to brush on their own.

For optimal results, a new brush head is recommended every three months.



**PHILIPS**  
**sonicare**  
the sonic toothbrush

**PHILIPS**  
sense and simplicity



## NEW Sonicare For Kids

Designed to deliver superior results as your child develops.<sup>1,2</sup>

- Removes significantly more plaque than Oral-B Stages 4<sup>®</sup> manual toothbrush, Crest SpinBrush<sup>®</sup> and Colgate<sup>®</sup> children's battery toothbrush in children aged 7-10<sup>1,2</sup>
- Proven safe and gentle on gums for children aged 4+<sup>1,2</sup>

With fun features designed for more effective brushing.



2 brush head sizes



Rubber overmold



Anti-roll feature



Easy-to-find on/off button



KidTimer helps train for 2 minutes with music



2 gentle, effective power levels



Soft, gentle bristles

Ergonomic handle fits easily in child's hand

Ask your dental professional for more information.

### Guaranteed results

Noticeable results and better checkups in 28 days, guaranteed. If you're not **100% satisfied**, we'll give you a **full refund**—no questions asked. For more information, visit [sonicare.com](http://sonicare.com)

<sup>1</sup> Milleman J, Putt M, Olson M, et al. *Int J Pediatr Dent.* 2009;19:s1.  
<sup>2</sup> Payne D, Rimmer P, Olson M, et al. *Int J Pediatr Dent.* 2009;19:s1.

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## Meet Sophia.

Her parents want her teeth and gums to stay healthy as she learns to brush.

NEW!  
**SONICARE**  
**FOR KIDS**



SAVE UP TO  
**\$15**



**PHILIPS**  
**sonicare**  
 the sonic toothbrush

# For people with gingivitis— there's Sonicare.

## What is gum disease and how do you know if you have it?

### Gingivitis

Our teeth are covered with sticky bacteria called plaque, or biofilm. Plaque that is not removed hardens and becomes tartar, which eventually leads to gum disease.

Gingivitis is a mild form of gum disease where plaque (biofilm) build-up causes inflammation and swelling. It can be easily reversed with daily brushing and flossing. If not treated, it can lead to irreversible periodontal disease.

### Periodontal disease

The word periodontal means "around the tooth." Periodontal disease is a serious bacterial infection that, if untreated, could lead to the destruction of the bone and tissue that surround your teeth. It is the number one cause of tooth loss. Gums pull away, allowing "pockets" of infection to form. Left untreated, your teeth may become loose and eventually may need to be removed.



## What are the early signs of gum disease?

- Gums that bleed when you brush or floss
- Red, swollen and tender gums
- Persistent bad breath or bad taste
- Loose or shifting teeth

### The four stages of periodontal disease



## What can you do to prevent progression?

Ask your dental professional to advise you on the best way to brush to prevent gum disease. You can also visit us at [sonicare.com](http://sonicare.com) for tips on how to brush and floss better.

Remember to follow the advice of your dental professional and replace brush heads every three months for optimal oral health results.





Sonicare is proven to help stop the progression of gum disease.

Philips Sonicare delivers powerful results and yet it is remarkably gentle on your teeth and gums. Its patented sonic technology and dynamic cleaning action drive fluid forces between your teeth and along the gumline, helping to remove plaque in hard-to-reach areas.

Sonicare delivers results your dental professional can see and you can feel.

- Helps prevent bleeding gums
- Helps prevent gum disease
- Helps improve gum health in only two weeks



Ask your dental professional for more information on periodontal disease.

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For more information, visit [sonicare.com](http://sonicare.com)



## Meet Mr. Palmer.

He has a gum infection and he doesn't know it yet.



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