7 steps to ensure your child’s smile lasts a lifetime

1. Brush teeth twice a day with a fluoride toothpaste, before bed and on one other occasion.
2. Supervise your child during toothbrushing until they are at least 7 years old.
3. Just spit after toothbrushing; rinsing washes the fluoride protection away.
4. Reduce the amount and frequency of sugary food and drinks.
5. Wear a mouthguard when playing sports.
6. If your dentist recommends a fluoride mouthwash, use it at a different time to toothbrushing to increase protection throughout the day.
7. Ensure you visit your dental professional regularly.

50p off any Colgate® Kids Toothpaste at Tesco

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

Terms and Conditions: Hand this coupon over to the Tesco checkout operator to redeem 50p against Colgate® Max Cavity Protection Kids Toothpaste 50ml. 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 resale or publication.
Limit snacking
- 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.

Healthy snacks tips
- Help your child choose nutritious snacks like fresh fruits and vegetables. These are better choices for healthy teeth and bodies.
- Try a family taste test to see which fruits and veggies are your child’s favourites!
- Limit sugary soft drinks and encourage your child to drink water or plain milk.

Brush teeth twice a day
Brush twice a day with fluoride toothpaste, always before bedtime and on one other occasion.
Toothbrushing removes plaque from the surfaces of the teeth and fluoride keeps teeth strong and helps fight tooth decay.

Toothbrushing tips
- Use an age appropriate toothpaste with fluoride
- Use a pea sized amount of toothpaste
- Spit, don’t rinse, after toothbrushing
- Replace your toothbrush regularly
- To maximise the effect of mouthwash use at a different time to toothbrushing to avoid washing away the fluoride from the toothpaste

Supervise and assist your child’s toothbrushing until they are at least 7 years old. Show them how to systematically clean all tooth surfaces, leading by example.

Regular check-ups with your dentist
- Have regular dental check-ups. It will help your child become familiar with the dental environment, and you will be able to get important information and advice.
- Children should start visiting the dentist as soon as their first tooth appears. Ask advice on how to look after their teeth, and get further information about toothbrushes, toothpastes and preventive treatments.
- 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.
- Remember: you are an important role model for helping to prevent a fear of going to the dentist. Talk to your child about how great healthy teeth look and feel.

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