

Dear Parent,

The U.S. Surgeon General reports that 51 million school hours are missed each year because of oral health-related illness. That's why Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc., makers of LISTERINE® and REACH® products, and curriculum specialists Young Minds Inspired are bringing you the **SMART STEPS** oral care program for you and your child.



SMART STEPS FOR YOUR CHILD

Ages 6-9

- **Show, don't tell.** Brush alongside your child. He or she will be more likely to imitate your healthy oral health habits, making the brush, floss, and rinse message more meaningful. Using LISTERINE® AGENT COOL BLUE® rinse before brushing can help your child see exactly where to target the toothbrush.
- **Make oral care fun.** Turn brushing into a funny-face contest. Turn flossing into a countdown game. See who can rinse the longest without laughing.
- **Reward healthy behavior.** Offer rewards for practicing consistent brushing, flossing, and rinsing habits, such as stickers featuring favorite characters or activities like a trip to the park at the end of the week or a movie at the end of a month of conscientious oral care.



Ages 8-12

- **Provide proof.** LISTERINE® SMART RINSE® tints food particles and bacteria, providing proof in the sink of a cleaner mouth. It gives 12-hour cavity protection and makes teeth over 50% stronger than brushing alone!*
- **Brush to the rhythm.** Encourage kids to brush, floss, and rinse to the rhythm of their favorite songs. Keep the cycle going for at least three minutes, with two minutes for brushing and one minute for rinsing. Do it twice a day!
- **Choice is empowering.** Let kids have a say in choosing their oral care products. The variety of toothbrush styles like the REACH® BATMAN™ or REACH® WONDER GRIP® toothbrush and toothpaste flavors available will allow your child to show his or her own personality and help establish ownership for keeping teeth clean.



Try the new 95 mL size LISTERINE® SMART RINSE® in the trial & travel section of your local Supercenter.

*based on laboratory data
Use only as directed.