



HALEON

YOU HOLD THE KEY TO YOUR YOUNG PATIENTS' ORAL HEALTH



**NEARLY A THIRD OF 5-YEAR-OLDS IN ENGLAND
EXPERIENCE ENAMEL AND/OR DENTINAL DECAY¹**

Help protect their teeth with Aquafresh Kids.



IT'S NEVER BEEN MORE IMPORTANT TO LOOK AFTER CHILDREN'S TEETH

Home care is more important than ever, with 6.5 million children in England alone having not seen an NHS dentist in the last year.²

Poor oral health affects both children and their families. It can result in pain and infection, and may impact children's ability to eat, smile and socialise. In addition, they can end up missing time at school, and parents may have to take time off work so their child can receive care.



- **29.3% of 5-year olds** in England showed evidence of enamel and/or dental decay.¹
- **23.7% of 5-year-olds** experience obvious dental decay,¹ with rates of dental decay not having improved since 2019.
- **25% of teachers** report that children have missed school due to poor oral hygiene, while 30% had noted children in dental pain or suffering halitosis.³



THE AQUAFRESH KIDS RANGE

From caring for their first milk tooth all the way to strengthening their permanent adult teeth, our range of kids' tooth care products have been specially developed for your young patients' growing mouths.

Our toothpastes are formulated with the appropriate level of fluoride for each age group. Children exposed to fluoride when their teeth are developing are found to have shallower grooves in their teeth, which helps with easier plaque removal.⁴

Help them build a healthy smile for life: with toothbrush and toothpaste options for baby teeth and beyond, our fun, child-friendly products are made to help encourage kids to get brushing twice a day for two minutes at a time!



Milk Teeth (Age 0-2)

Our Milk Teeth kids' toothpaste and soft-bristled kids' toothbrush help gently protect children's first baby teeth and keep tooth decay in check from day one. Contains 1000ppm fluoride.*



Little Teeth (Age 3-5)

Once a child's full set of milk teeth come through, our Little Teeth toothpaste helps them stay healthy and strong while offering protection from sugar acids** as the child's diet becomes more varied. Contains 1450ppm fluoride.*



Big Teeth (Age 6-8)

Designed by dental experts to help protect a growing smile from sugar acid attacks,** our Big Teeth toothpaste helps strengthen new adult teeth while looking after a child's last baby teeth. Contains 1450ppm fluoride.*



Advance (Age 9-12)

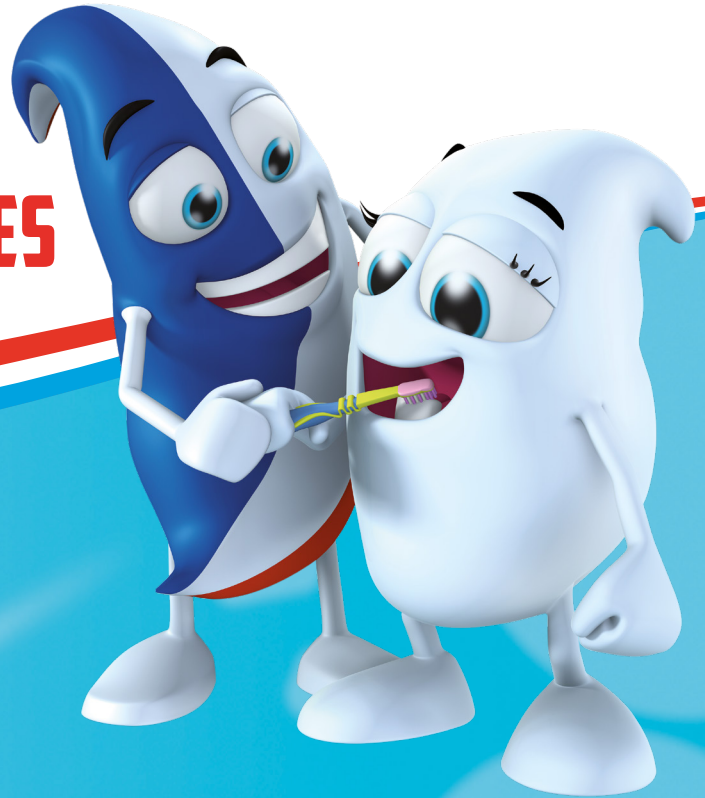
New permanent teeth can be up to 50% more vulnerable to decay before their enamel fully hardens.⁵ Aquafresh Advance kids' toothpaste and toothbrushes help keep teeth protected while they reach full strength. Contains 1450ppm fluoride.*

* For recommended fluoride levels please refer to the NHS site <https://www.nhs.uk/conditions/fluoride/>

**Follow a healthy diet and brush twice daily with a fluoride toothpaste. Level of protection may decrease between brushing.



EXPLORING AQUAFRESH LITTLE SMILES



The Aquafresh Little Smiles programme has been **designed as a practical programme of support**, recognising the real-life challenges parents and children face, to **help develop positive oral health behaviours** to help keep gums healthy and disease free.



Scan the QR code to visit Aquafresh Little Smiles



1. Office for Health Improvements and Disparities. 2023. National Dental Epidemiology Programme (NDEP) for England: oral health survey of 5 year old children 2022.
2. Dentistry.co.uk. 2023. Millions of children have not seen an NHS dentist in last year. Available at: <https://dentistry.co.uk/2023/05/03/millions-of-children-have-not-seen-a-dentist-in-last-year> Accessed October 2023
3. British Dental Association. 2023. <https://bda.org/news-centre/latest-news-articles/Pages/Cost-of-living-crisis-leaves-childrens-oral-health-on-the-line-.aspx>. Accessed November 2023
4. Oral Health Foundation. Fluoride. <https://www.dentalhealth.org/fluoride>. Accessed 06/07/2022.
5. ten Bosch JJ, Fennis-le Y, Verdonschot EH. Time-dependent decrease and seasonal variation of the porosity of recently erupted sound dental enamel *in vivo*. J Dent Res. 2000 Aug;79(8):1556-9.