

What is my child's cavity risk level?

Even the sweetest of smiles can hide cavities.

Talk to your dental professional today.

Low Risk

- Brushes daily with a fluoride toothpaste
- Regular dental visits



Moderate Risk

- Special health care needs*
- Dental/orthodontic appliances
- Defective restorations (fillings, crowns, space maintainers)



High Risk

- One new white spot[†] or cavity in past 3 years
- Frequent sugar consumption (>3 times/day)
- Low salivary flow
- Visible plaque on teeth
- Dental enamel defects
- Recent restorations[‡]



Risk assessment table based of the American Academy of Pediatric Dentistry.²

*Practitioners may choose a different risk level based on specific medical diagnosis and unique circumstances, especially conditions that affect motor coordination or cooperation

[†]Early signs of weakened enamel

[‡]Placed in the last 3 years (new patients) or last 12 months (patient of record)

Why is fluoride the gold standard for cavity protection?



Fluoride has been used safely in toothpastes for over 50 years to help remineralize enamel and prevent tooth decay.

Ask your dental professional about **prescription-strength toothpaste to help your child build smile-strength.**

Notes from your dental professional:

Scan here to learn more



PreviDent® 5000ppm Kids, PreviDent® 5000ppm Ortho Defense
INDICATIONS: A dental caries preventive.
IMPORTANT SAFETY INFORMATION: Do not swallow. Keep out of reach of children. Acute burning in the mouth and sore tongue may be experienced by some individuals. If accidental ingestion occurs, side effects may include nausea, vomiting, diarrhea, and abdominal pain.

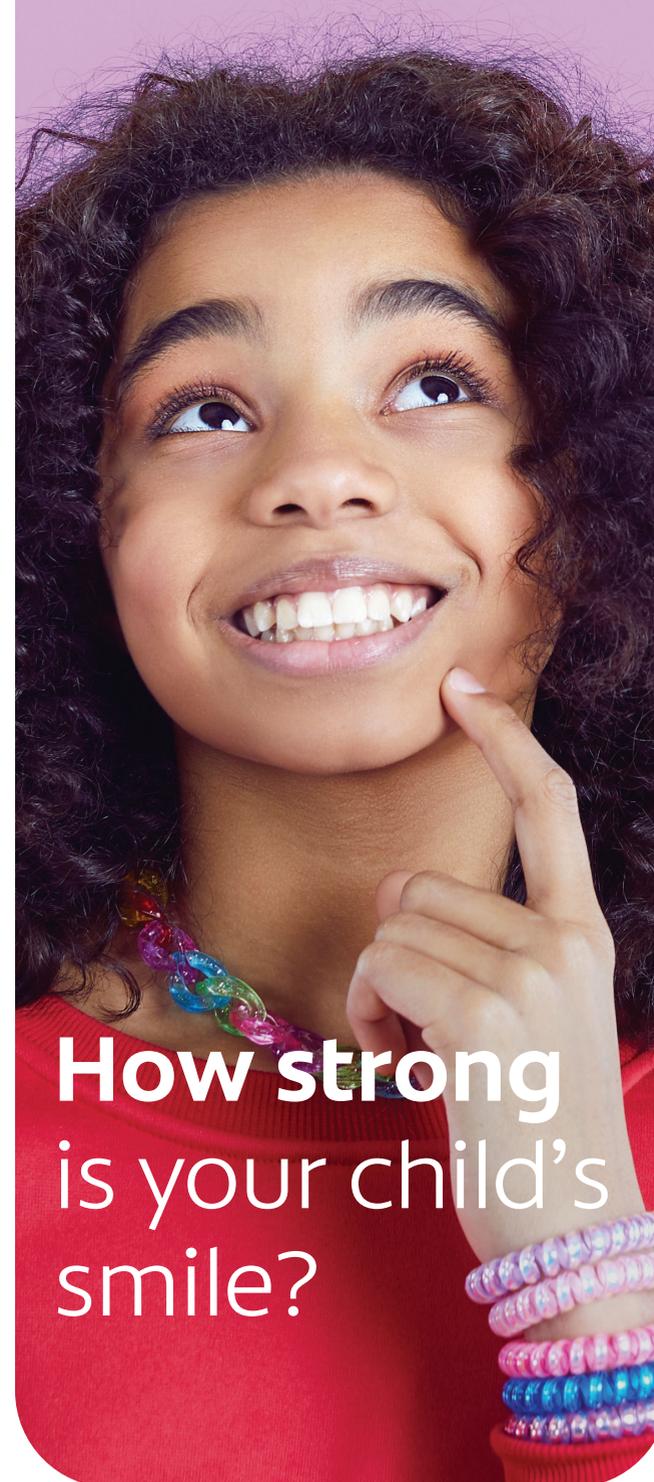
See Package Insert for additional safety information.

References: 1. Hill BJ, Meyer BD, Baker SD, et al. State of Little Teeth Report. 2nd ed. Chicago, IL: Pediatric Oral Health Research and Policy Center, American Academy of Pediatric Dentistry; 2019. 2. American Academy of Pediatric Dentistry. Caries-risk assessment and management for infants, children, and adolescents. The Reference Manual of Pediatric Dentistry. Chicago, Ill.: American Academy of Pediatric Dentistry; 2024:306-12. 3. Morgan AM, et al. Enhanced remineralization of a 5000 ppm F dentifrice [abstract]. *J Dent Res.* 2013;92(Spec Iss A). Abstract 2034

Colgate®

PreviDent®
5000ppm
Rx Only

45% of children ages 6-11 have a cavity¹



How strong is your child's smile?

Cavities can impact kids' health, happiness, and social life

The impact of cavities goes beyond teeth. Cavities cause kids to feel emotions like:¹

Pain/Shame

Sadness

Worry

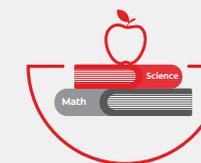
Embarrassment

Anger

Lack of confidence



1 out of 3 kids avoid social activities due to cavity pain, worry, and embarrassment



Kids miss up to three days of school per year and after-school activities like sports



Parents miss up to three days of work per year due to dental visits and their child's school absences



Cavities can lead to other dental problems which can affect other biological systems and a child's overall health

See how to help strengthen your child's smile today.



How can diet impact cavities?

Whatever your child consumes today can affect their oral health in the long run.

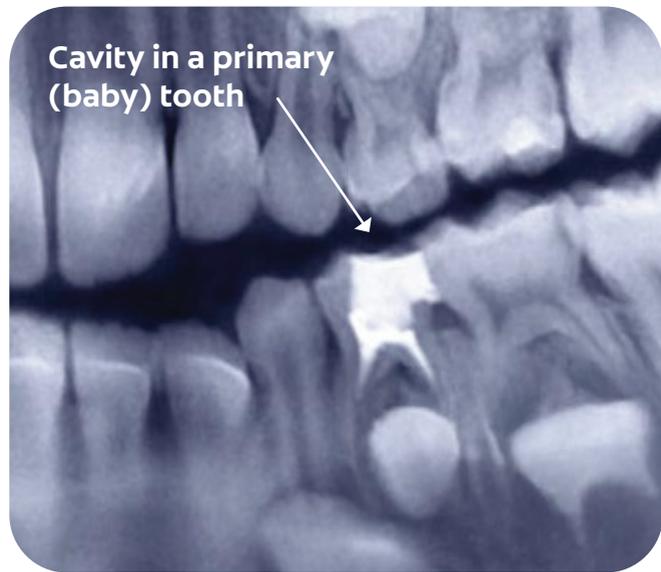
Bacteria that live in the mouth feed on sugar, and then turn it into acids, which wear down enamel.



Drinks like juice, soda, formula, and even milk can trigger bacteria in the mouth to produce acid.

Foods like crackers, pasta, and other starchy or sweet food can increase their risk, too.

Cavity in a primary (baby) tooth



Limit sugary snacks and drinks. Make sure your child brushes after consuming sugar to keep their teeth strong!

Empower your child to fight cavities every day

Step 1

Choose your favorite Colgate® Kids toothbrush

Pick from: Minecraft, Unicorn Academy, Pokemon, 360° Fresh, and more!



Make brushing fun with bright colors, extra soft bristles, and a comfy grip.

The right toothbrush can motivate healthy habits!

Step 2

Brush with a fluoride toothpaste twice daily.

Yummy bubble fruit® flavor!



Step 3

For those at high risk (6 years and older)

Brush with prescription-strength toothpaste once daily in place of their regular toothpaste.

Colgate® PreviDent® 5000ppm Kids (1.1% Sodium Fluoride)

Significantly remineralizes cavities by **38% in 3 months** and by **57% in 6 months**³



Brush for a full 2 minutes

Outside: Wiggle brush gently back and forth along outer gumline. Repeat for each tooth.



Inside: Brush the surface behind each tooth and the chewing surface.



Tongue: Don't forget to brush your tongue!



Step 4

Floss every day.



Step 5

Rinse twice daily with an alcohol-free mouthwash or once daily with a fluoride rinse for cavity protection.

#1 dentist and hygienist recommended prescription-strength fluoride toothpaste*

Kids (6+)



Colgate® PreviDent® 5000ppm Kids (1.1% Sodium Fluoride) toothpaste helps:

- ✓ Prevent the progression of cavities
- ✓ Strengthen teeth
- ✓ Remineralize enamel

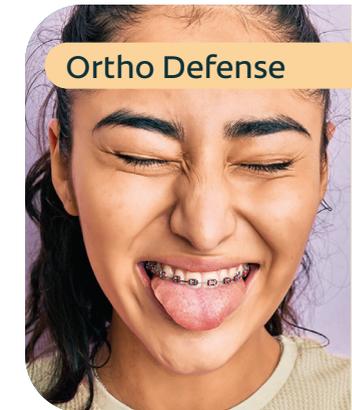


Delicious fruity flavor to encourage kids to brush

For parents thinking a few steps ahead...

Colgate® PreviDent® 5000ppm Ortho Defense (1.1% Sodium Fluoride) toothpaste helps to reduce the risk of white spots[†] around orthodontic appliances.

Ortho Defense



*Based on the Ipsos US Market Professional Advocacy Brand Advocacy Tracker (Dec 2024) with 500 U.S. dentists and hygienists
[†]Early signs of weakened enamel