

Chewing a Piece of Sugarless Gum Can Help

Plaque forms in the mouth when the bacteria there digests the food that is eaten. Over time, plaque acids destroy tooth enamel and cause cavities. Chewing sugarless gum after meals and snacks produces saliva in the mouth, which helps reduce plaque acid before it damages teeth.

Many dental professionals recognize the role sugarless gum can play in preventing tooth decay. In fact, four out of five dentists who recommend chewing gum recommend Trident® sugarless gum for their patients who chew gum.



Accepted by the American Dental Association® (ADA)

The ADA Council on Scientific Affairs' acceptance of Trident sugar-free gums is based on its finding that the physical action of chewing Trident sugar-free gums for 20 minutes after eating stimulates saliva flow, which helps to prevent cavities by reducing plaque acids and strengthening teeth.



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SMILES
ACROSS AMERICA®
An Oral Health America Program

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Smiles Across America® is dedicated to raising public awareness and understanding of the importance of dental care to the overall health and well-being of all children through ongoing programs and preventive care. Smiles Across America works to increase access to preventive services in underserved and uninsured communities, including protective dental sealants and educational programs highlighting the lifelong benefits of good oral health.

That's why Trident® gum is teaming up with Smiles Across America to help provide oral care and education for your kids. Together we can help expand resources and give them the dental care they need to keep them happy and healthy.

Helping them take care of their teeth today will help them keep their smiles tomorrow.

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To learn more visit TridentCares4Kids.org.



Give Kids what they need to keep their smiles bright and futures brighter.



How to Do Your Part

Your child has the opportunity to do or be anything he or she wants. As your child's caregiver, you want to give help and encouragement in every way possible and take out every obstacle or barrier that you can, big or small.

One thing you can do is help your child maintain a healthy mouth and bright smile. Good oral care is proven to have a direct impact not only on oral health but on long-term health, as well as personal confidence and self esteem. Unfortunately, 51 million school hours were missed last year because of dental related illness. In fact, almost half of second graders have tooth decay. There is good news however. Tooth decay can be prevented with proper education and preventive care.

There are simple routines that children can follow to help maintain a healthy mouth and bright smile. You can help them by encouraging these healthy habits in and out of the home.



Simple Steps to a Healthy Smile

Trident® gum and Smiles Across America® have simple ideas and suggestions for you to share with your kids to help them keep their teeth and mouth as healthy as they can.

BRUSH

- Remind them to brush their teeth at least twice a day for two minutes each time, using no more than a pea-size amount of fluoride toothpaste.
- Using a child-size soft-bristle toothbrush, brush the front, back, inner and outer surfaces and tops of their teeth, as well as their tongue, with short, gentle, back and forth motions.
- Remember, brushing reduces the risk of tooth decay, gingivitis, and gum disease.

FLOSS

Have them gently floss once a day to remove food that can get stuck between their teeth and sticky plaque that forms on their teeth. Brushing alone can miss up to 30% of the tooth surface.

EAT

- Nutritious foods are an important part of keeping children's smiles healthy and their teeth strong.
- Foods such as fruits, vegetables and cheese help build strong muscles and bones in their bodies and also help build strong healthy teeth and gums.

AVOID

Try to avoid sticky and sugary foods. When kids do have a special treat, make sure they brush and floss afterwards.

Regular Dental Checkups



To keep your children's teeth healthy, have them visit a dentist twice a year to make sure that they are taking good care of their teeth and gums. The dentist or hygienist will clean their teeth and check for cavities. He or she may also take x-rays to see parts of the mouth that can't be seen otherwise — like tiny spaces between the teeth and the beginning of cavities.

It's never too late to have your children start taking care of their teeth. Every day you can help them do their part to have a bright and healthy smile for life.