

brush
with me

Let's brush
better together,
day and night!

We know a good smile takes you further. New global research conducted by Smile tells us how disruptions in oral care routines have impacted all of us during the pandemic, especially children.

THE GOOD NEWS: HEALTH REPRIORITISED

7 in 10



people refocused on their health and wellbeing during the pandemic

FOCUSSING MORE on physical and mental health

THE BAD NEWS: FAMILIES HAVE NEGLECTED ORAL HEALTH HABITS

🌐 GLOBALLY, COMPARED TO 2018 fewer people are now brushing twice a day, a drop of

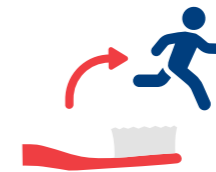


1 in 2 adults admit going entire days without brushing their teeth

64% of people experienced oral health issues

WHEN PARENTS SKIP BRUSHING, SO DO THEIR KIDS

CHILDREN ARE 7 TIMES MORE LIKELY TO SKIP BRUSHING THEIR TEETH if their parent does not brush twice a day



OVER 1 in 4 children are not brushing their teeth twice a day

RELAXED RULES & ROUTINES

7 in 10 have let their child eat sugary foods before bed

NEARLY 1 in 2 parents have told their children they could skip brushing as a reward

COMPOUNDED BY PLUNGING DENTAL VISITS

3 in 4 people admit they have avoided going to the dentist for a check-up

COULD EXACERBATE ORAL CARE ISSUES

⚠️ THESE ISSUES COULD HAVE BEEN LARGELY PREVENTED if good oral care habits were practised

BRUSHING BETTER, TOGETHER

Smile recognizes the tremendous influence parents' actions have on their children.

brush with me aims to get parents and children to brush better together, day and night.

