

A healthy start for a healthy smile



Keep your baby's oral care going strong

When your child is old enough to start brushing their own teeth, Sonicare For Kids can help them build their own healthy oral care habits. Designed with young brushers in mind, it offers up to 75% more plaque removal in hard-to-reach areas than a children's manual toothbrush and uses an interactive app to keep kids engaged while learning to brush properly.



Learn more about Philips Sonicare products at philips.com

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Oral and maternal health



Caring for babies' teeth is important for their long-term smile

As soon as baby teeth come in, they're at risk of decay and cavities—which makes establishing family oral care crucial!

Even though baby teeth will eventually be replaced, they help kids chew, speak clearly and build confidence.



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Oral care for newborns

Set a strong foundation for your newborn's oral care

You may not see your baby's teeth right away, but they're hiding just beneath the gums. These strategies can help you take care of their smile from the very beginning.



Cleaning

- Clean your baby's mouth and gums with a damp washcloth in the morning after their first feeding and right before bed.
- When teeth erupt, continue to clean their gums with the washcloth, but use a soft brush on the new teeth two times daily.
- Use a very small amount of non-fluoride toothpaste (a smear, not a glob).



Food

- Opt to put your baby to bed with a bottle of water – instead of milk or juice.
- Avoid or limit sugary snacks and always clean oral tissues and teeth after feeding.



Other considerations

- Begin dental visits before your baby's first birthday to spot problem areas early.
- Speak with your doctor or dentist about fluoride supplements for your baby's teeth when the first tooth appears.
- Wean off non-nutritive sucking habits like pacifiers and thumb-sucking by age 2½.



Did you know?

The bacteria in your mouth can impact the oral health of your baby.*

Children with moms with cavities are 3x as likely to develop cavities themselves.* That's why it's important to take care of your own teeth as well as your baby's.

*CDC/Tiny Teeth