

# Holiday Health Hints

## Holiday Sweets, Treats And Healthy Smiles

(NAPSA)—In an effort to help motivate children to brush their teeth this holiday season, the elves have been busy working with the GUM oral care brand to bring children Santa-approved toothbrushes that will not only make the perfect stocking stuffer, but also come with a little holiday magic designed to make brushing fun. Dentists agree that toothbrushes in fun designs and shapes can make it easier to motivate kids to brush their teeth, and help moms check this often time-consuming task off their to-do list.

A recent national survey of moms found that many of them lose the toothbrush battle at least once a day, spending 30 hours a year—that's nearly a full workweek—negotiating to get their children to brush their teeth. The survey also found that three out of four moms (76 percent) reported that their child had a cavity before age 12, and nearly 40 percent of those children were 5 years old or younger, making it more important than ever to add brushing your teeth to the naughty or nice checklist.

Some of the toothbrushes that moms should look for include the GUM *Star Wars* Lightsaber toothbrush, which flashes for 60-second intervals to help teach kids to brush longer and more efficiently—even when Santa isn't watching. Another option to include in the stocking this year is the GUM Crayola Power toothbrush, which is designed like a Crayola marker and features ultra-soft oscillating bristles that gently massage and clean the teeth. For the younger children, GUM created the Dinosaur Train manual tooth-



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brush, which features Buddy and Tiny from the popular television show "Dinosaur Train."

Michael Ignelzi, D.D.S., Ph.D., National Media Spokesperson for the American Academy of Pediatric Dentistry, stresses that good dental habits begin early: "It is very important for kids to develop good oral health habits at a young age. Kids are more likely to brush their teeth if they have a character toothbrush that means something to them. It is also important for kids to brush their teeth for the correct amount of time. Both of my kids use the GUM *Star Wars* Lightsaber toothbrush because the blinking light tells them exactly how long to brush."

### Where To Learn More

You can find further facts, tips and dental care items online at [www.gumbrand.com](http://www.gumbrand.com) and (888) 777-3101.