**KIDS FOLLOW-UP EMAIL**

SUBJECT + PREVIEW

Building healthy habits from an early age

Tips for taking care of developing smiles between checkups

IMAGE HEADLINE

The right oral care for growing smiles

COPY

At your last visit, we talked about how you can encourage your child to take care of their teeth and mouth. Since it’s important to establish a healthy oral care routine from an early age, we wanted to send a few reminders to help you instill these habits.

[Insert Routines graphic]

Also, consider the following Philips Sonicare products to help your child get the most out of their oral care.

* Sonicare For Kids (for kids 3–11)
* Sonicare ProtectiveClean or ExpertClean power toothbrushes with InterCare brush heads (for kids 11–16)
* Sonicare Power Flosser (for kids 6+)
* BreathRx mouth rinse and TongueCare+ brush head (for kids 11–16)

As you instill these oral care habits in your household, feel free to contact us if you have any questions.

See you at your next appointment,

[DP office name]

ROUTINES GRAPHIC

**Brush**

Brush teeth twice a day for two minutes with a pea-sized smear of fluoride toothpaste. The right tool and technique make all the difference.

**Interdental cleaning**

For kids ages 6 and up, the spaces between teeth are home to harmful bacteria, so clean them thoroughly for healthy gums.

**Rinse**

For kids ages 11 and up, using a therapeutic mouthwash can help reduce bacteria that cause gum disease and bad breath.

**Replace**

Replace brush heads every three months for optimal results. Choose one with an age-appropriate design.

**Checkups**

Visit the dental office two times a year.