



Aquafresh Shine Bright
Schools Programme



welcome to the Shine Bright Academy

our mission is to train
the tooth guardians
of the world, to help
teeth across the
globe shine bright.



chief Tooth Fairy
Headteacher



captain Aquafresh
Head of curriculum



New tooth guardian recruits



Jean-Luc

- a tooth mouse
from France



charlie

- a tooth fairy
from the UK



Anna Bogle

a tooth leprechaun
from Ireland

can you spot the misconceptions each tooth guardian has?

I'm excited to learn about
how you should brush
your teeth twice a week!



Jean-Luc

- a tooth mouse
from France

I'm looking forward to
eating all the toothpaste
- so tasty!



charlie

- a tooth fairy
from the UK

I can't wait to get my timer
out and see who isn't
cleaning their teeth for a
whole 20 seconds!



Anna Bogle

a tooth leprechaun
from Ireland

RE: HELP NEEDED

 Today



From Shine Bright Academy
To: children of the UK

We need your help!

Our latest recruits keep forgetting what good teeth cleaning looks like and we need to find a way for them to remember. With your creativity and teeth-cleaning know-how we would like you to come up with a fun way for our recruits to remember six top tips for cleaning teeth when they are out in the field running daily tooth brushing checks.

Yours toothfully,
Captain Aquafresh & The Chief Tooth Fairy





We can get cavities if we don't brush our teeth properly - they can make your teeth feel sore!



Not taking care of your teeth can also cause other problems - like mouth diseases and bad breath





Shine Bright Academy

QUIZ





How long should you brush your teeth for?



a. 10 seconds

b. 2 minutes

c. 1 hour





2 minutes

Brush twice a day
with toothpaste for
at least 2 minutes.

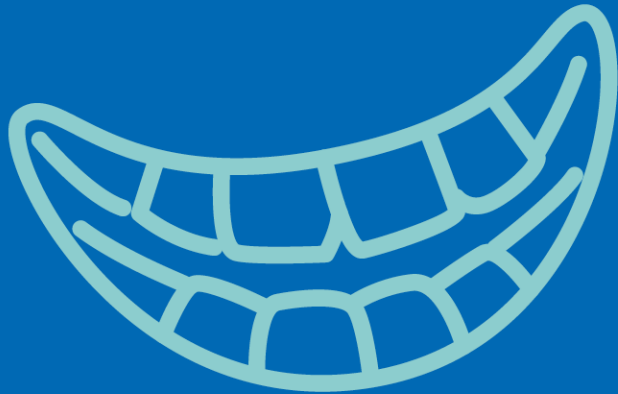


30 minutes after breakfast and before bed
is best, and you could use an egg timer or
stopwatch to see how long you need to brush





You only need to brush the tops and outside of your teeth.



a. TRUE

b. FALSE





Thats' FALSE

You need to brush every
surface of every tooth
- front, back, top and sides.





Which types of brush strokes should you use when cleaning your teeth?

a. Up and down

b. Side to side

c. Round in circles

d. All of these brush strokes





All of these brush strokes



You need to use all different types
of brush strokes - up and down,
side to side and round in circles.





Which other parts of your mouth should you gently brush?

a. Your tongue and gums?

b. Your throat?

c. Your lips?





Your tongue and gums..



It is just as important to
brush your tongue and gums
as it is your teeth.



By brushing them you can keep them
clean and make your breath smell fresh



What should you brush in front of to make sure you can see what you are doing?

- a. A member of your family
- b. A mirror
- c. A cat





A mirror

Brush in front of a mirror
so you can see what you're
doing and make sure that
every tooth gets cleaned.





once you have finished brushing your teeth...

a. Spit out the toothpaste but don't rinse your mouth with water

b. Swallow the toothpaste and put your toothbrush in the oven to dry

c. Spit out the toothpaste and swirl your mouth with water to get rid of any leftovers on your teeth.





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Fluoride is a special ingredient found in toothpaste that helps prevent tooth decay - let some stay on your teeth and do its job!



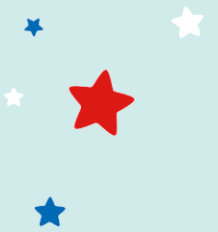


A trip to your dentist every six months can help check that your teeth are strong and healthy



Try to avoid foods that are high in sugar. Acid from sugar can really eat away at teeth, causing cavities.





Mouth Myth or Tooth Truth

The harder you brush, the cleaner you'll get your teeth.

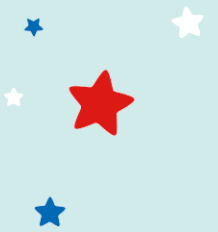
Across a lifetime you spend over a month cleaning your teeth.

Strawberries make your teeth whiter.

You should brush your teeth immediately after eating.

The enamel on your tooth is almost as hard as your bones.

cheese is great for your teeth.



Mouth Myth or Tooth Truth

Mouth Myth

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Brushing too hard can rub off some of the enamel which protects your tooth from cavities.

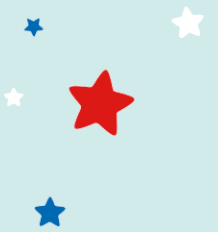
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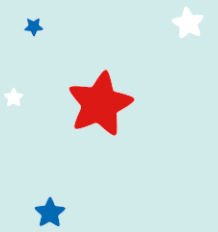
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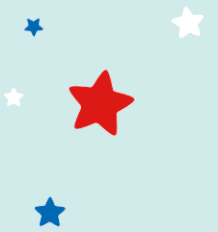
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The enamel on your tooth is almost as hard as your bones.

Tooth enamel is harder than your bones. It is the hardest thing in your body and is as hard as steel – the metal that lots of bridges are made from!

Cheese is great for your teeth.



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Across a lifetime you spend over a month cleaning your teeth.

On average, people spend around 38 days over their life brushing teeth.

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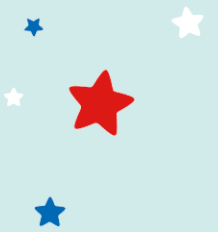
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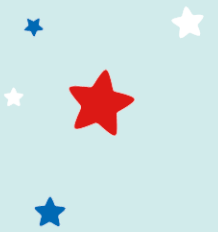
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Tooth Truth

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Cheese is full of things which strengthen your teeth and helps keep the saliva in your mouth tooth-friendly.

can you remember the six top tips?



1. Brush twice a day with fluoride toothpaste for at least 2 minutes

2. Make sure that every surface of every tooth is brushed thoroughly – front, back, top and sides

3. Use different brush strokes – up and down, side to side and round in circles

4. Don't forget to brush your tongue and gums

5. Brush in front of a mirror so you can see what you're doing and make sure every tooth gets attention

6. Spit out the toothpaste but don't rinse your mouth





Your Mission



can you find a way
to help the new
recruits remember
the top tips for
teeth cleaning?

You might write a poem, a song or
a catch phrase, or design a poster.

You may have other ideas – try to
be as creative and memorable as
you can be!



There are lots of tricks to make something memorable...



Using rhyme in a poem or song makes it catchy and easy to remember...

“Shine bright, Shine bright. Brush morning and night!”



Making something funny can often make it memorable



Bright, colourful, clear pictures help us remember



Short, snappy catch-phrases help ideas to stick in our minds

“Side to side, up and down, circles all around”





The Aquafresh Shine Bright competition!

Prizes:

1st prize:

- A tooth fairy makeover for their school's library or book area and a fabulous treasure trove of books for the school and the winning pupil!

How to enter:

- Complete your final ideas on the competition entry form.
- Fill out all the details asked for on the entry form.
- Send your entry to us by **Friday 26th November.**

