

Imagine if your kids asked to brush their teeth

The Sonicare For Kids power toothbrush helps make your child's brushing time something to look forward to. It features an interactive app that both tracks progress and guides your child in developing healthy habits.

96% of children
brush for 2 minutes or longer¹

Up to 75% more
plaque removal
in hard-to-reach areas than a
children's manual toothbrush

97% of kids love
the Sonicare For Kids app²



1 across 2.8 million app users, tested
Jun 1, 2019–May 31, 2020
2 in a survey of U.S. children ages 7 to 9

Talk with your dental professional
about choosing the right oral care
products for your kids.

Ages 3–11



Sonicare For Kids
(pink and blue)



Sonicare For Kids
brush heads (mini
and standard)



Ages 11–16



Sonicare ProtectiveClean
and ExpertClean power
toothbrushes



InterCare
brush head



BreathRx mouth
rinse and
TongueCare+
brush head



Sonicare Power Flosser
For ages 6+



Your personalized treatment plan



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Kids' oral health



At-a-glance:
**Building
healthy habits**

Setting a strong foundation for kids' oral health

It's important to instill good habits in children from an early age. Most oral care conditions are preventable with a healthy oral care routine.

Diet guidelines for good oral care



Only put babies to bed with a bottle of water, never milk or juice. Limit or avoid sugary snacks and be sure to clean oral tissues and teeth for them until age 3.



As kids grow, encourage a healthy diet and limit or avoid sugary snacks and drinks.



Considerations for healthy smiles

Ages 0–3



- Arrange first dental visit before the first birthday or when the first tooth appears
- Wean off non-nutritive sucking habits like pacifiers and thumb-sucking by 2½

Ages 3–6



- Establish dental home care routine and regular dental visits
- If your child is in sports, talk to your dental professional about mouthguards

Ages 6–11



- Ask your dental professional about placing sealants on permanent molars
- Consider an orthodontic consult
- Consider an athletic mouthguard as needed

Ages 11–16



- Complete orthodontic evaluation
- Discourage kids from using tobacco products
- Talk with your dental professional about removing wisdom teeth



Signs of dental issues

Symptoms of cavities may include:

- Toothache
- Tooth sensitivity to hot or cold
- Holes, pits or stains in teeth
- Pain when biting

Symptoms of gum disease may include:

- Swollen or puffy gums
- Receding or tender gums
- Bleeding when brushing or flossing
- Persistent bad breath

Small steps with a big impact

Before your child's teeth erupt, clean the mouth and gums with a damp washcloth after eating. Once they have teeth, help them follow this routine.



Brush

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



Interdental cleaning

For kids ages 6 and up, clean between teeth once a day to remove harmful bacteria.



Rinse

For kids aged 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 2 times a year.