

Oral Care Guide For Your Child

Behind every Good Habit is YOU



Instilling good oral care habits can be quite challenging. For parents, **choosing the appropriate toothbrush and toothpaste play a critical role in maintaining your child's oral hygiene** even before their teeth have erupted.

Don't worry, we have got you covered. Pigeon's baby and toddler oral care range is designed and co-developed with a renowned pediatric dentist to help you establish a good oral care routine for your little one.



Question



Why is there a need to cultivate good oral care habits as soon as possible?

Even though baby teeth are temporary, they play a vital role in every child's development. Here are some reasons why you should prioritize brushing your baby's teeth:

Answer



Prevention of Tooth Decay

Infant teeth are prone to developing cavities, a condition often referred to as "Early Childhood Caries". Early childhood tooth decay can lead to problems with speech, nutrition and self-esteem if a good oral care routine is not established.

SPEECH: Early loss of primary teeth caused by cavities has the potential to hinder the development of speech, particularly articulation skills.

NUTRITION: Your child's primary teeth play a crucial role in facilitating proper chewing, which serves as the initial step in the digestion process. When babies experience dental pain resulting from tooth decay, they may develop aversions to certain foods. This can potentially lead to nutritional deficiencies and broader health concerns.

SELF-ESTEEM: Children who maintain good oral health typically exhibit higher levels of self-esteem and confidence. A smile plays a pivotal role in social interactions and children may experience self-consciousness if their teeth are damaged or affected by tooth decay.



Question



How can I help cultivate good oral care habits in my child?

Answer



Establishing a Routine

Establishing a regular routine by brushing your child's teeth at a consistent time each day. This practice will assist them in developing a habit of brushing that is likely to continue into adulthood, ultimately promoting good lifelong oral health.

Furthermore, the act of toothbrushing presents an excellent opportunity for you to educate your child on the importance of proper oral care, the vital role teeth play in their overall health and how sugary foods can have a negative impact on their oral health.



★ Tips on Cultivating Good Oral Habits



Clean or brush your child's teeth **twice** daily, once in the **morning** and once at **night**.



Always assist and supervise young children when brushing.



Less sugary
Limit consumption of sugary food and drinks.



We advise against putting your child to bed immediately after giving them a bottle of milk or juice. This practice significantly increases the risk of tooth decay in children. Baby bottle tooth decay can occur due to prolonged contact with milk and sugared drinks other than water.



Bring your child to a dentist as soon as they turn **1 year old**. It will help them get comfortable with the clinical environment and you get to learn how to take better care of your child's teeth.

TO KICKSTART THE BRUSHING HABIT FOR PARENTS / CARE GIVERS



As recommended by **paediatric dentists, parents are encouraged to assist in concluding**

their child's brushing routine by brushing their child's teeth again with a finishing toothbrush. Doing this until your child is at least 6 years old is important as children typically begin acquiring the essential abilities to independently brush their own teeth properly around this age.

3-6 months
0 Milk Teeth



★ Baby Tooth & Gum Wipes

1. Food grade ingredients that are safe for baby
2. Free of fluoride, alcohol, colouring & preservatives
3. Individually packed for hygiene and convenience



★ Silicone Finger Toothbrush



1. Food grade silicone material that is safe for baby
2. Made with soft bristles that gently cleans and massages gums
3. Safety shield to prevent over-insertion that leads to choking
4. Lined tongue cleaner that gently cleans your baby's tongue to remove milk stains and prevents bacteria and yeast from growing
5. Storage case for easy traveling



★ Electric Finishing Toothbrush

For parents to finish/complete the brushing routine for your child

1. Larger brush head for more effective brushing
2. Two types of bristles for comprehensive cleaning
3. 2 sonic vibration modes: Gentle & Normal
4. 2 minutes smart reminder with 30 second intervals informs you when it's time to switch to another part of the mouth
5. LED light for improved visibility
6. Slim and lightweight handle for easy grip and control
7. IPX7 Waterproof grade



Question



Why is my child not fond of brushing teeth?

Answer

1. Your child may not be familiar to the sensation / feeling of having a toothbrush in their mouth

It is important to make brushing teeth a habit as soon as the first tooth appears. As your child grows, involve them in the process to instill good dental habits.

2. Brushing their teeth might be boring to them

Brushing teeth can be a fun activity between you and your child. Ways to make it fun:

- a. **Brush together:** Children often love to imitate their parents. Brush your teeth alongside your child to show that it's a family activity. This also allows you to demonstrate proper brushing techniques.
- b. **Use a Timer or a Song:** Set a timer for two minutes, which is the recommended brushing time. Alternatively, play a short song that lasts for about two minutes. Make it a challenge for your child to brush until the song ends or the timer goes off.
- c. **Create a Brushing Routine:** Establish a consistent routine by brushing your child's teeth at the same time each day. This will help them in forming a habit of daily toothbrushing.



3. Their toothbrush might not be right for them

At Pigeon, our oral care products are carefully designed and **co-developed** with a pediatric dentist, ensuring they cater to each developmental stage of your child.

TO KICKSTART THE BRUSHING HABIT FOR YOUR YOUNG ONES

6-8 months
0-4 Milk Teeth



Training Toothbrush Lesson 1

Introducing the concept of holding a toothbrush and getting used to the sensation of brushing



Soft Elastomer Head for gentle brushing

1. Ergonomic size and shape make it an easy grip for the little ones
2. Soft elastomer brush head gently cleans your child's delicate gums and teeth
3. Lined tongue cleaner that gently cleans your child's tongue to remove milk stain and prevent bacteria and yeast from growing
4. Safety shield to prevent over-insertion that leads to choking



8-12 months
4-8 Milk Teeth



Training Toothbrush Lesson 2

Helping your little one get used to the sensation of brushing



Long Elastomer Bristles for gentle brushing

1. Ergonomic size and shape make it an easy grip for the little ones
2. Long elastomer bristles to safely and efficiently clean your child's gums and teeth
3. Lined tongue cleaner to gently clean your child's tongue to remove milk stains and prevent bacteria and yeast from growing
4. Safety shield to prevent over-insertion that leads to choking



12-18 months
8-20 Milk Teeth



Training Toothbrush Lesson 3

Your child's first "real" toothbrush to encourage them to cultivate good oral hygiene habits



Soft Nylon Bristles for effective cleaning

1. Ergonomic size and shape make it an easy grip for the little ones
2. Soft and rounded bristles gently cleans and removes food particles
3. Lined tongue cleaner that gently cleans your child's tongue to remove milk stains and prevent bacteria and yeast from growing
4. Perfect size brush head for more effective brushing



18 months
12-20 Milk Teeth



Training Toothbrush Lesson 4

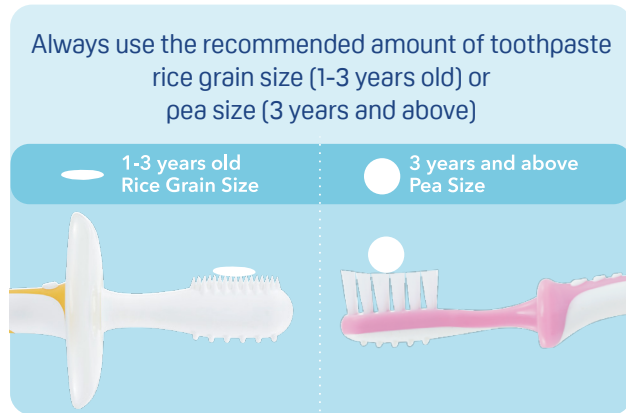
Encouraging your little one to keep up the habit of brushing their teeth

1. Ergonomic size and shape make it an easy grip for the little ones
2. Soft and rounded bristles gently cleans and removes food particles
3. Lined tongue cleaner that gently clean your child's tongue to remove milk stains and prevent bacteria and yeast from growing
4. Perfect size brush head for a more effective brushing
5. Suction base to make the toothbrush stay upright
6. Cute character design



✦ Selecting the right toothpaste for your child is important.

At the age of one, your child should use toothpaste that contains the right amount of fluoride as this will prevent tooth decay. Pigeon Children's Toothgel is specifically formulated with **1000ppm of fluoride**, the minimum level recommended by the World Health Organization (WHO) & Health Promotion Board Singapore (HPB) to prevent tooth decay and strengthen tooth enamel.



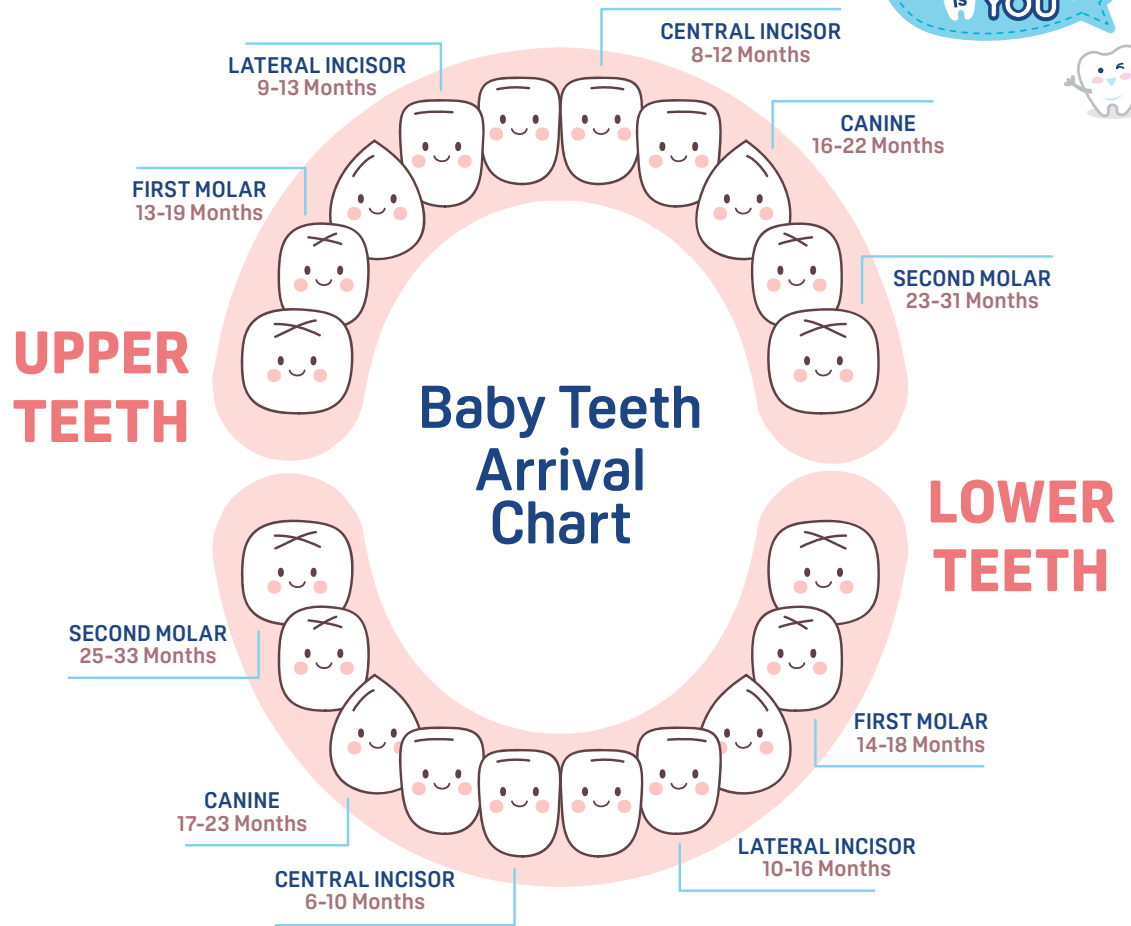
✦ Children's Toothgel

Co-developed with a pediatric dentist to clean children's teeth and gum and prevent cavities

1. Contains 1000ppm Fluoride
2. Helps strengthen tooth enamel and prevent cavities
3. Food grade ingredients that are safe for children
4. No parabens & SLS
5. Low foaming for an easy rinse



✦ Baby Teething



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