



Celebrate babies the way they are

A Parent's Guide To Children's Healthy Oral Habits



Co-developed with
Pediatric Dentist

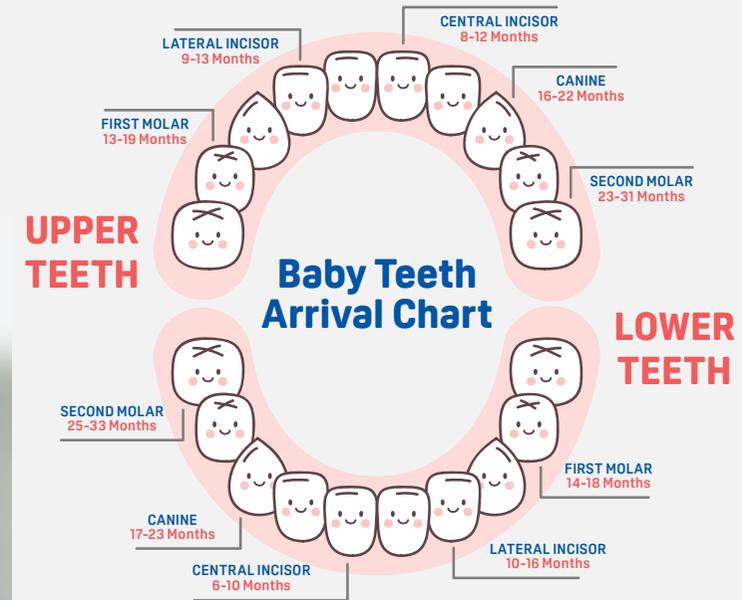
Behind every Good Habit is YOU

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 paediatric dentist to help you establish a good oral care routine for your little one.



★ Baby Teething



For more information, please visit



 pigeon.com.sg



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Question



How can I help cultivate good oral 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 brushing 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 certain 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**



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 almost any sugary liquid 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.

Question



Why is my child not fond of brushing teeth?

Answer



✦ Your child may not be familiar with the sensation of having a toothbrush in their mouth

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

✦ 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:

- 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.
- 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.
- 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 brushing.

✦ Their toothbrush might not be right for them

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

Question



Why is there a need to cultivate good oral 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 prioritise brushing your baby's teeth:

Answer



✦ Prevention of Tooth Decay

Early Childhood Caries is a condition where babies' teeth are prone to developing cavities. This can lead to issues with speech, nutrition, and self-esteem if good oral care isn't established early on. That's why it's so important to start brushing your child's teeth as soon as possible.

✦ 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 decay or other dental issues, 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 decay.



PARENT-ASSISTED BRUSHING FOR BABIES

✦ Baby Tooth & Gum Wipes

To kick-start your baby's oral care journey

- For easy yet gentle cleaning of baby's gums, teeth and tongue
- Food grade ingredients that are safe for baby
- Free of fluoride, alcohol, colouring & preservatives
- Individually packed for hygiene and convenience



Natural Flavour Strawberry Flavour



The Importance of Parent-Assisted Brushing Until Age 7



Parents should assist in their child's brushing routine until they are **at least seven years old**, as recommended by pediatric dentists. By using a finishing toothbrush, you can ensure their teeth are properly cleaned, since children typically don't develop the necessary skills to brush effectively on their own until this age.

✦ Silicone Finger Toothbrush

Helping your little one get used to the sensation of brushing

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



✦ Electric Finishing Toothbrush

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

- Perfect size brush head for more effective brushing
- Two types of bristles for comprehensive cleaning
- **2 Sonic Vibration Modes:** Gentle & Normal
- 2 minutes smart reminder with 30 second intervals to inform you when it's time to switch to another part of the mouth
- LED light for improved visibility
- Slim and lightweight handle for easy grip and control
- IPX7 waterproof grade



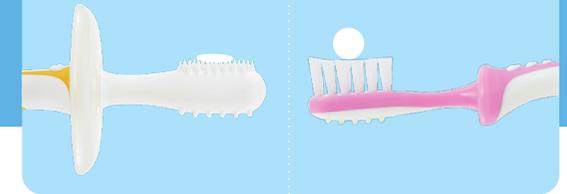
The Importance of Selecting The Right Toothpaste For Your Child

For children one year and older, select a toothpaste with the correct amount of fluoride to prevent tooth decay. Pigeon Children's Toothpaste contains 1000ppm of fluoride, meeting the minimum recommendation from the World Health Organization (WHO) and the Health Promotion Board Singapore (HPB) to strengthen enamel and prevent cavities.

Always use the recommended amount of toothpaste (as illustrated below)

1-3 years old
Rice Grain Size

3 years and above
Pea Size



✦ Children's Toothpaste For 1+ Years



Supports oral health, help to prevent cavities

- 1000ppm fluoride to prevent cavities and strengthen enamel
- Mild abrasive derive from natural plant
- Food grade ingredients that are safe for children
- No paraben & SLS
- Low foaming for an easy rinse



Natural Flavor

Strawberry Flavor

Grape Flavor

KICKSTARTING YOUR KID'S BRUSHING HABITS

Training Toothbrush Lesson 1

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



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



Training Toothbrush Lesson 2

Helping your little one get used to the sensation of brushing



- Ergonomic size and shape makes it easier for the little ones to grip
- Long elastomer bristles to safely and efficiently clean your child's gums and teeth
- Lined tongue cleaner that gently cleans your child's tongue to remove milk stains and prevent bacteria and yeast from growing
- Safety shield to prevent over-insertion that leads to choking



Training Toothbrush Lesson 3

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



- Ergonomic size and shape makes it easier for the little ones to grip
- Soft, nylon rounded bristles effectively cleans and removes food particles
- Lined tongue cleaner that gently cleans your child's tongue to remove milk stains and prevent bacteria and yeast from growing
- Perfect size brush head for a more effective brushing



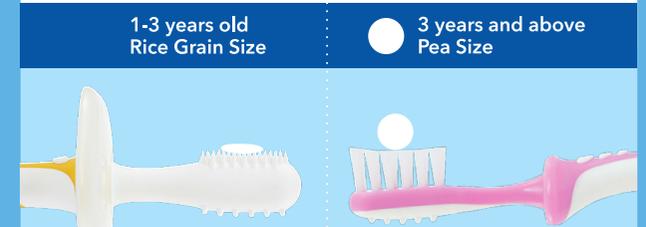
Training Toothbrush Lesson 4

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

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



Always use the recommended amount of toothpaste (as illustrated below)



Children's Toothpaste For 3+ Years



With Remineralization*, prevents bad breath

- 1000ppm fluoride to prevent cavities and strengthen enamel
- Strengthen tooth enamel through Remineralization*
- Eliminate bad breath
- Food grade ingredients that are safe for children
- No paraben & SLS
- Low foaming for an easy rinse

*Remineralization is a natural tooth repair process. Your body takes calcium and phosphate minerals in the presence of fluoride from your saliva and deposits them in your enamel. Enamel is the protective outer layer of your teeth.



Natural Flavor

Strawberry Flavor

Grape Flavor