



Stand Up to the Cavity-Causing Bullies

Protect your teeth and keep them strong with the power of fluoride!



Brought to you by:

3M

Has your dentist ever told you
not to eat too much candy or
drink too much soda?





That's because they have sugars and acids. Together with germs found in your mouth, they gang up on your teeth – and they can give you cavities.



Sugar, acid and germs are like bullies. The more sugary and acidic foods you eat, the stronger they get. And the longer these bullies stay on your teeth, the weaker your teeth become.



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So how can you help keep your teeth strong?

Meet Fluoride, the champion
of strong teeth!

Fluoride can help shield your
teeth from attack. It's found
in many places, including
food and water ...






... and toothpaste.

So when you brush your teeth at home, you're not just keeping them squeaky clean. You're helping them get strong with the power of fluoride!



A blue elephant wearing a dark blue apron with a white 'F' on it is using a small blue brush to apply fluoride to a large, smiling tooth character. The tooth character has large blue eyes and a pink gum line. The background is green with a purple speech bubble containing text.

For extra protection, your dentist may give you a special fluoride treatment during your visit.

It goes on with a tiny brush. It won't hurt, and it's practically invisible on your teeth.

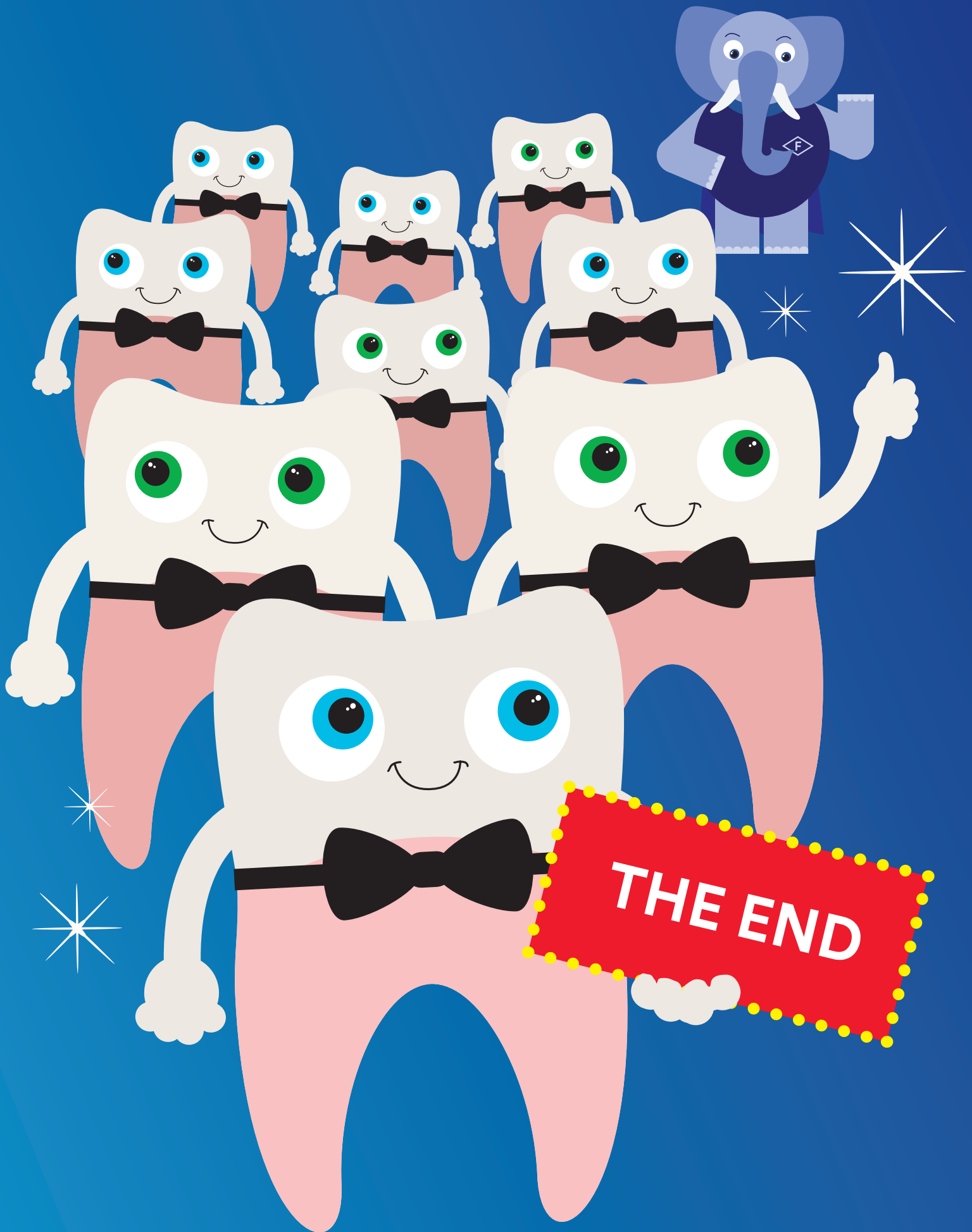
It may feel sticky at first, but don't brush it off! The longer the fluoride treatment stays on your teeth, the better it works.

And that means cavity-causing bullies won't stand a chance!



It's easy to keep your teeth healthy and strong. Just make sure you visit your dentist twice a year... floss your teeth once a day ... and brush your teeth twice a day ... to send cavity-causing bullies on their way!

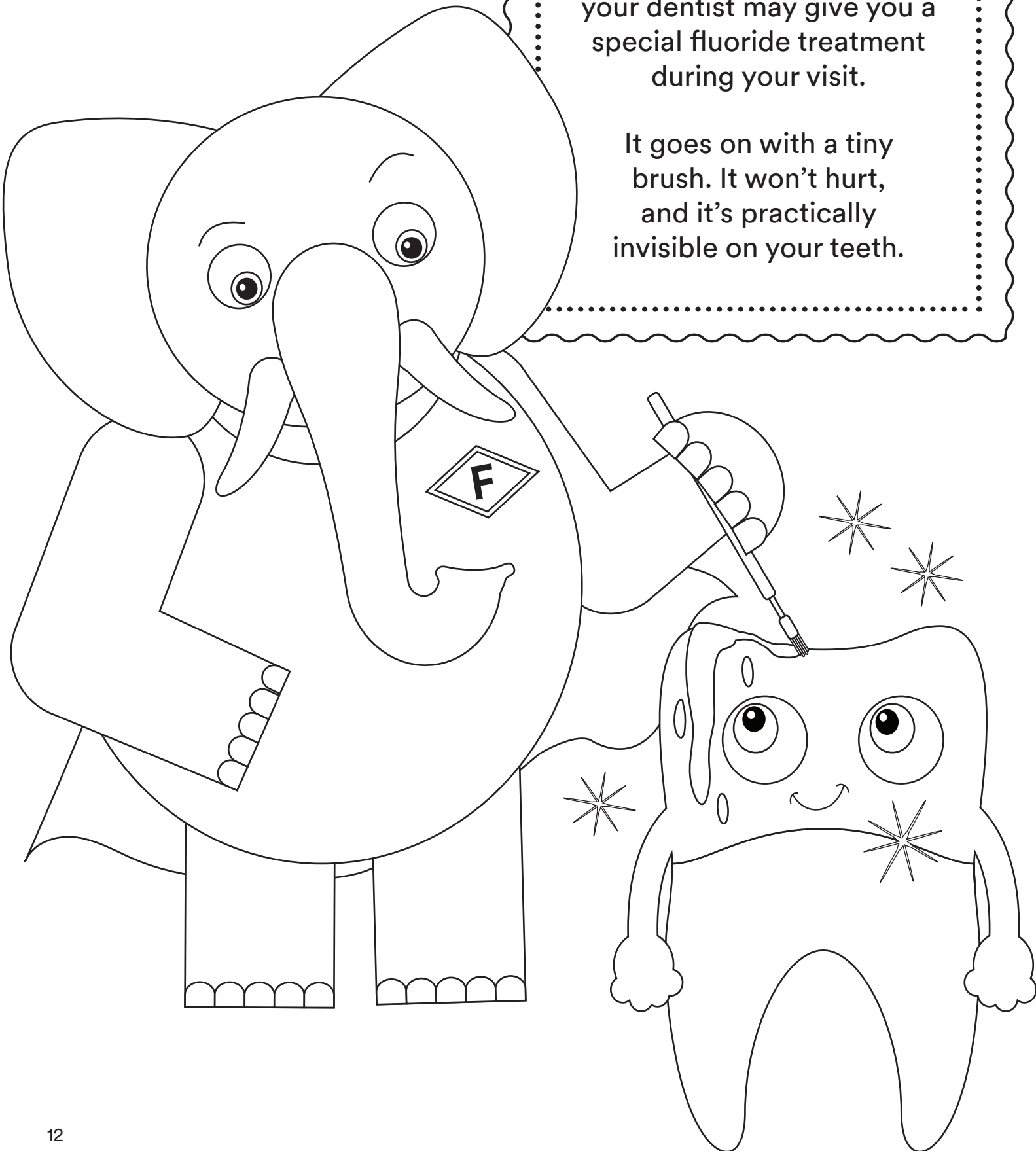




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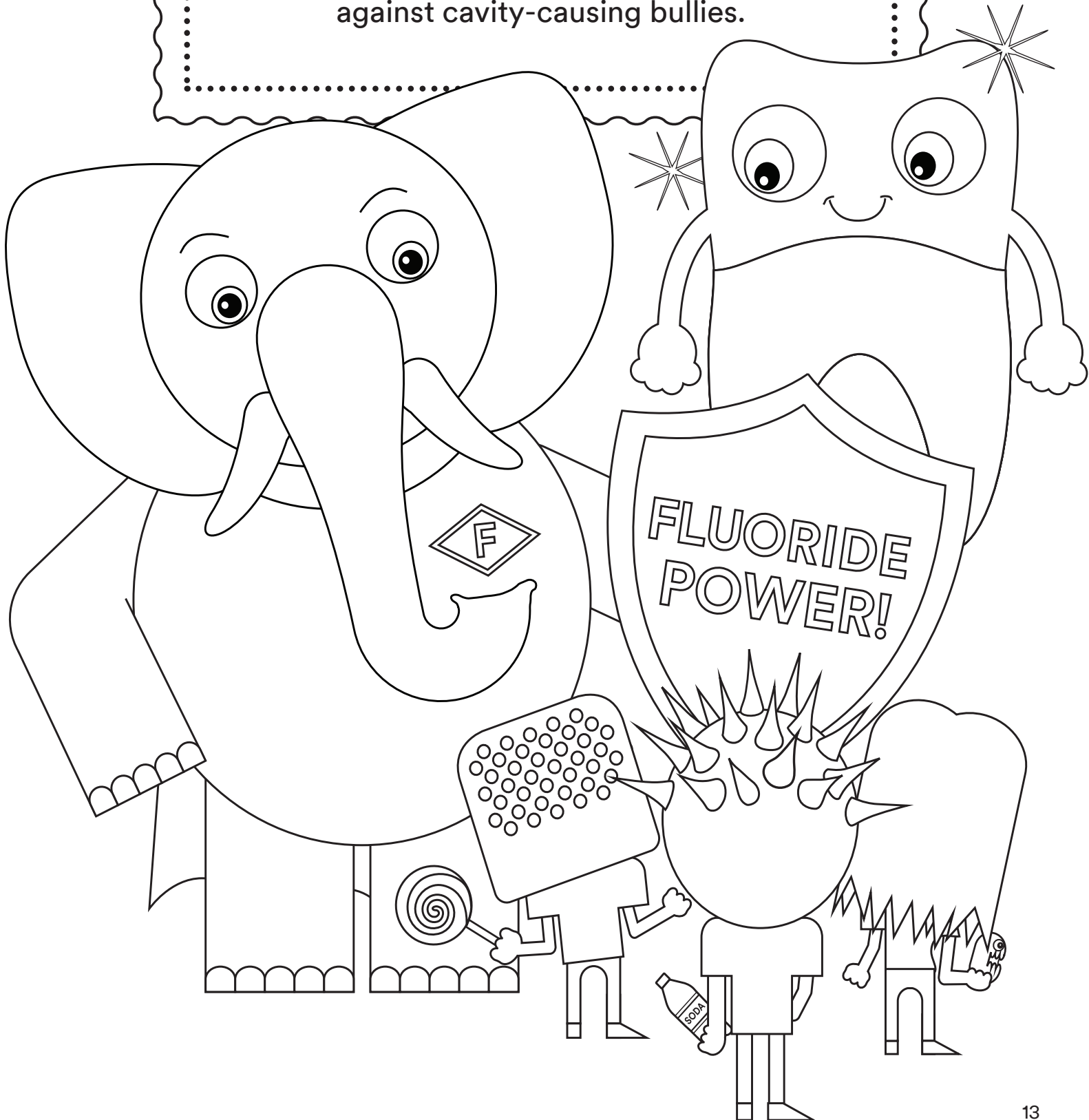
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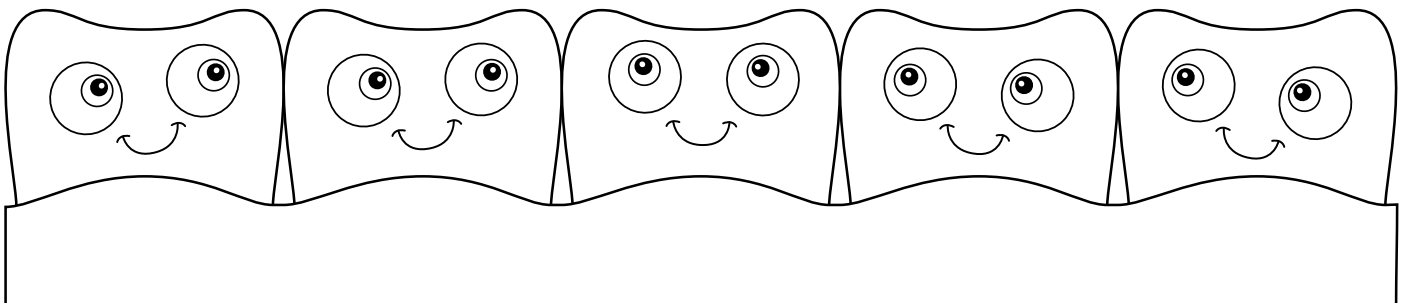
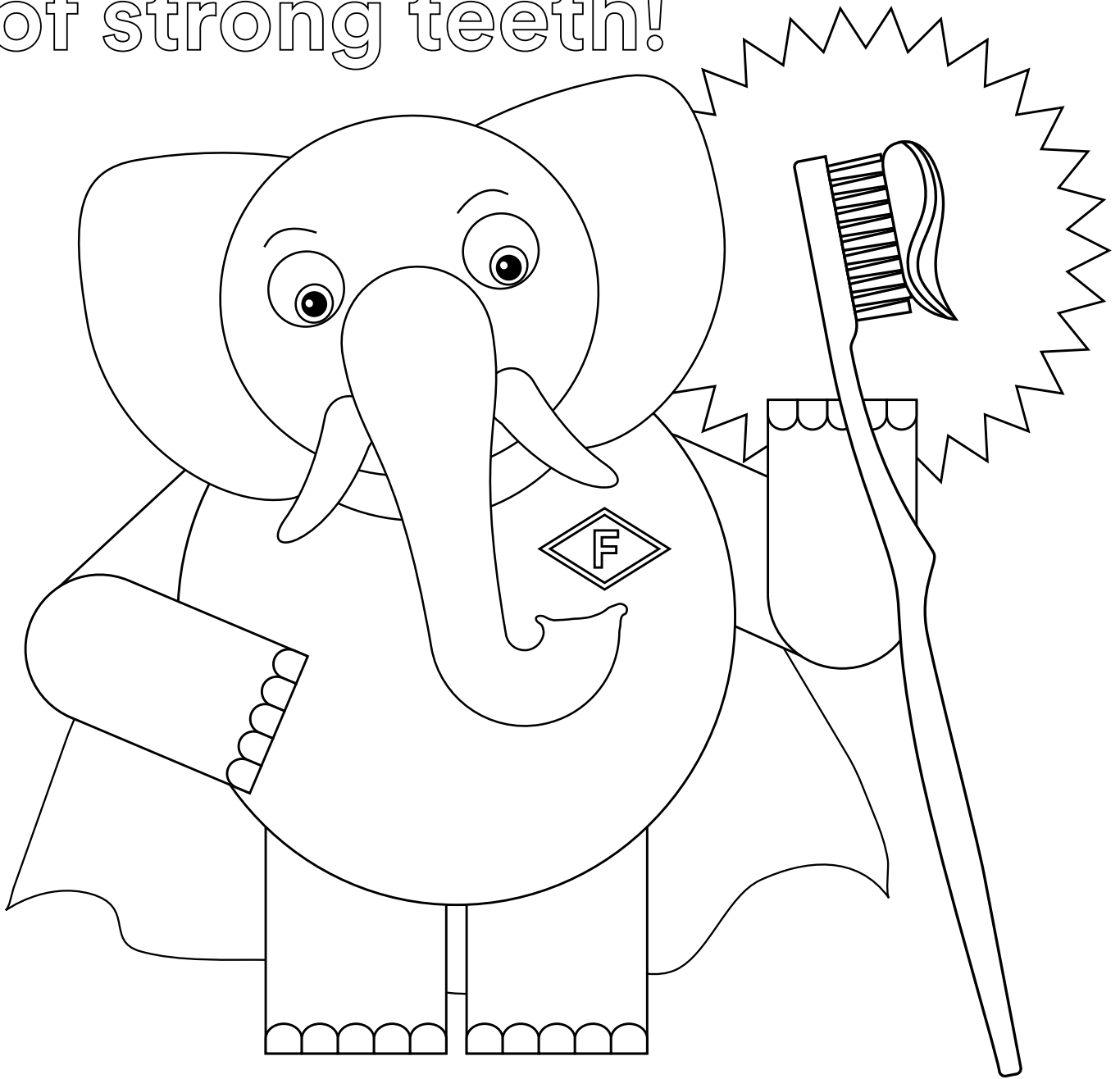
Meet Fluoride, the champion of strong teeth!

Fluoride can help shield your teeth
against cavity-causing bullies.



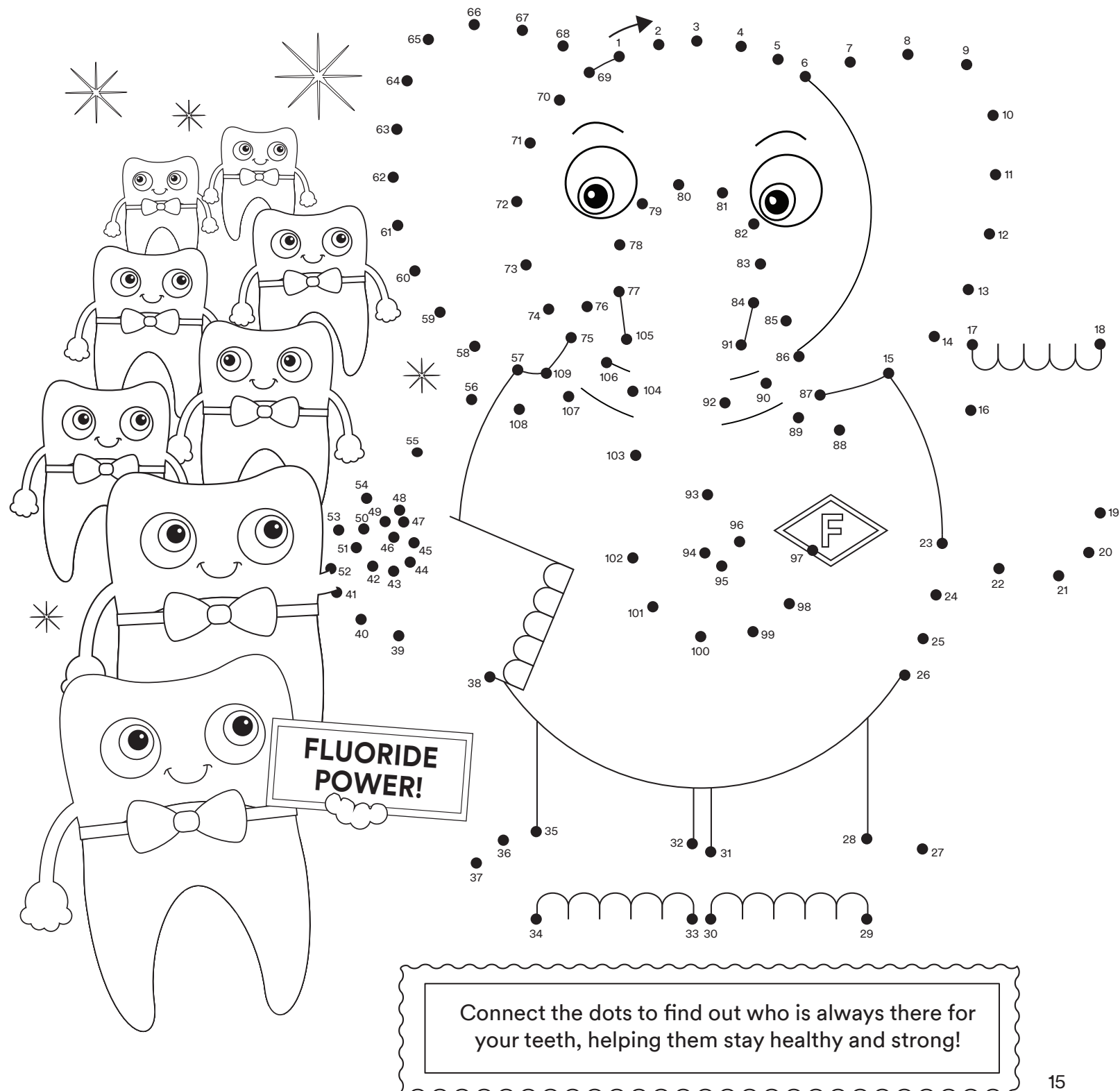
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Fluoride is the champion of strong teeth!



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Healthy teeth are happy teeth!





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