



# Treat their teeth this Halloween

**Halloween and sweets go hand-in-hand, and now your kids can enjoy a treat, without you worrying about their teeth thanks to a new innovation from Colgate.**

It's that time again when young trick and treaters are building up to one of their favourite days of the year. And with all those sweet treats on offer, it's hardly surprising that kids love Halloween. But as a mum, you can't help but worry about the effect of all those sweets on their teeth. And it's worth worrying about because a recent New Zealand health survey found around 30,000 children aged one to 14 years of age had a tooth removed in the past year because of decay<sup>1</sup>.

It's no big secret that consuming sugary foods and drinks on a regular basis is bad for our teeth. This is because the bacteria in your mouth convert the sugars in food and drink into acid. Over time, these acids eat away at the surface of our teeth, attacking the protective enamel and weakening the tooth, leading to cavities and decay.

Colgate® Maximum Cavity Protection plus Sugar Acid Neutraliser™ directly fights the number one cause of cavities – sugar acids in plaque – and is clinically proven to fight tooth decay in two ways. First, the exclusive formula with Sugar Acid Neutraliser™ technology helps neutralise sugar acids before they can harm teeth. Secondly, it strengthens and restores the enamel to help prevent cavity formation.

So this Halloween, remind the kids\* that the occasional sweet treat is okay, but brushing with Colgate® Maximum Cavity

Protection plus Sugar Acid Neutraliser™ twice a day, every day, is the trick to keeping their teeth cavity-free.

\*Do not use in children six years of age or less. For children ages six years and younger, Colgate recommend Colgate specially formulated children's toothpaste.

1. New Zealand Health Survey Annual Update of Key Findings 2012/13.

## A breakthrough from Colgate®

**Colgate® Maximum Cavity Protection plus Sugar Acid Neutraliser™ is the first and only family toothpaste globally with unique Sugar Acid Neutraliser™ technology and is clinically proven to fight cavities in two ways:**

- Its exclusive formula helps neutralise sugar acids before they can harm teeth.
- It also strengthens and restores the enamel to help prevent cavity formation.

# Colgate®

The hope for a cavity-free future

