

The #1 Preventable Mistake Putting Your Child At Risk



Presented by:



As a parent, you want to do everything possible to help your child grow into a confident, successful and healthy adult.

But Are You?

Being a parent in today's society has never been more challenging.

70%

of parents feel their life started when they became a parent

and

98%

of parents say the rewards of being a parent are worth it, despite the cost

You don't just want to be a good parent; you want to be a great parent. But face it; the demands on parents today are greater than ever. The struggle to maintain a healthy work/life balance while raising kids puts immense pressure on parents.

Who do you trust?

Everywhere you look **you are bombarded** with more and more “information.” But how much of it is helpful? And how much of it is designed only to get you to open your wallet?

Are vaccines safe? Is organic better? What are the best schools? How do I help my child be confident and successful? How do I help my child deal with bullies or low self-esteem? How do I make sure my child is a happy, healthy kid and grows up to be a happy, healthy adult?

69% of parents say that if they knew more positive parenting strategies, they would use them

54% wish they had more information about how to be a better parent



**48% of
parents don't
feel they get
the support
they need**



On top of doing everything you can to get your kids started on the path to happiness and success, **the pressures of American life are greater than ever. The average full-time working American now spends 50 to 60 hours or more a week on the job.**

In today's world, women with children are MORE likely to be working.

- 63.9% of women with children under 6 years old work outside the home
- 74.6% of women with children aged 6 to 17 years old are employed

Many of these working mothers are the ones bringing home the bacon, with 42% being the sole or primary breadwinners, bringing in at least half of family earnings. And being a stay-at-home mother doesn't mean not contributing to the family income:

- 62% of “stay-at-home moms” contribute to their household income
- 25% run a business from home

Not knowing where to turn, combined with your desire to be a good parent, leads to stress.

Working endless hours, paying bills, helping with homework, shopping for groceries, doing laundry, mowing the lawn, paying taxes – and being a great parent – it's just too much. Parents – you need a break. You need help from someone you can trust – someone who has done the research – someone who is a parent. Just. Like. You.

What You Don't Know Could Be Damaging Your Child's Health

Here Are The Facts

Your child's risk of heart disease goes up dramatically when oral care isn't a priority



Does She Know How To Properly Care for Her Mouth?

A young girl with dark hair tied back, wearing a pink t-shirt, looks directly at the camera with a sad or worried expression. In the background, a group of other children are visible, slightly out of focus, in what appears to be a schoolyard or outdoor setting.

Do You?

Most parents are completely unaware that poor oral health is one of the leading causes of major, sometimes life-threatening, illnesses.

What You Don't Know Can Hurt Him

Numerous studies reveal that gingivitis increases your child's risk for:

- Stroke
- Cardiovascular disease
- Diabetes
- Hypertension



Cancer

Not brushing and flossing damages more than your teeth.

Recent studies from **Harvard University** and the **Imperial College in London** reveal as much as a 63% increase in cancer due to gum disease.

- ↑ 63% - Pancreatic Cancer
- ↑ 33% - Lung Cancer
- ↑ 50% - Kidney Cancer
- ↑ 30% - Blood Cancers

4.3%

Greater risk of heart disease
due to poor oral hygiene

19%

Greater risk of heart disease
due to periodontal disease

4X Higher

Risk of endocarditis* due to oral
plaque

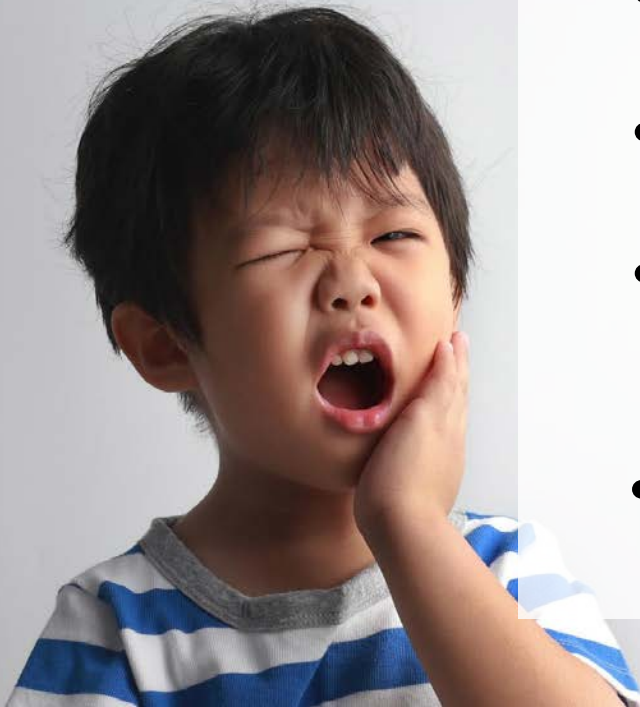
Six recent international studies all show that periodontal disease more than doubles the risk of developing Chronic Obstructive Pulmonary Disease (COPD).



Studies show that people with gingivitis and periodontitis have a 23% to 46% higher chance of dying than those who are free of this disease.

Think You've Got It Covered?

The Majority of Children Are Suffering!



- Over half have dental decay (53.6%)
- 1 out of 4 has untreated decay (27.9%)
- 1 out of 5 has rampant decay: cavities on 7 or more teeth
- By 3rd grade, 70.9% have dental decay

In the State of California alone, more than 130,000 elementary school children are sitting in a classroom in need of URGENT dental care due to pain or infection.

53.6%

California kindergarteners
with dental decay

27.9%

Children with untreated
dental decay

1 in 5

Children have rampant decay:
cavities on 7 or more teeth

Dental problems can affect your child's education and future success

59% of adolescents 12 to 19 years old have had cavities in their permanent teeth

20% of adolescents 12 to 19 years old have untreated decay

Did you know that 51 million hours of school are lost yearly due to dental illness! The parent who is the “head chauffeur” is also missing in the neighborhood of 51 million work hours.

How do you think your boss feels about that?

And, what does missing all of that school mean for your child? Kids who are often absent score 10% worse on math and 8% worse on reading than those who don't miss class.

HELP!

What's The Answer?

Good oral hygiene is critical

Did you know?

- Never brushing at night **increases risk of death 20–35%** compared with brushing every day
- Never flossing **increases death risk 30%** compared with flossing every day
- **Not seeing a dentist within the last 12 months increases risk of oral health issues by 30–50%** compared with seeing a dentist two or more times a year

Learn What You Don't Know From A Qualified Expert



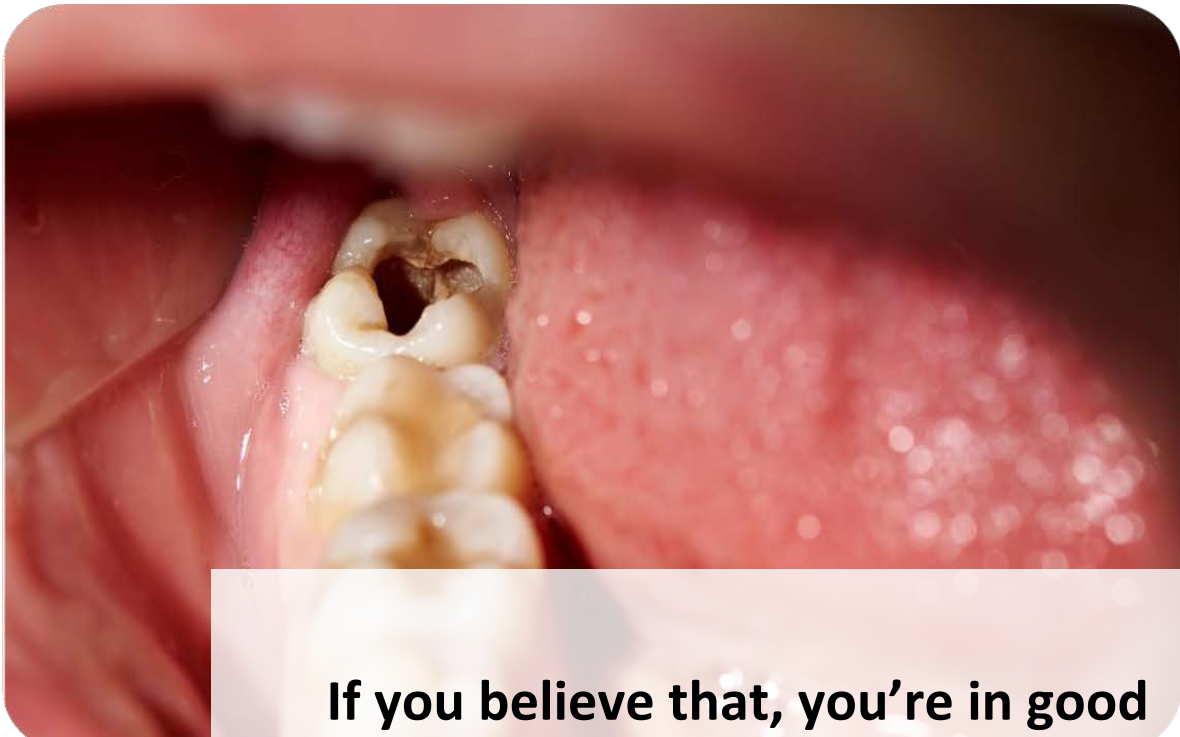
About a third (33%) of Americans think a little bleeding from brushing is normal. It's not!

When your gums bleed, it is often a sign of gum disease or something even worse.

If periodontal disease is the cause of bleeding gums, 33% are unaware that it needs to be treated and cannot be left alone.

Cavities Are Caused By Sugar.

Right?
Wrong!



If you believe that, you're in good company. 81% of Americans mistakenly think that sugar causes cavities.

But, it's really germs in the mouth that feed on sugar and then produce acid that attacks tooth enamel and forms cavities.

OKAY,
I'm Getting It!

Now What?

There Are 5 Critical Steps To Great Oral and Physical Health



1

Create and follow great habits

Studies show it takes an **average of 66 days to create a new habit.**

Start today to create great dental habits.

Make it a family project!



Children learn best by example. Are you setting good ones?

And remember – everyone at all ages benefits from great oral health.

2

Brush and Floss Every Day



Every Day!

- ✓ **Brush 2X!**
- ✓ **Floss!**

3

Learn To Do It Right

Good Technique

- Use a gentle circular technique. Brushing side to side can erode enamel 2–3 times faster -
- Use a soft touch. Brushing too hard can also erode your enamel.
- Take enough time to brush. The ADA recommends at least 2 minutes.

How Often

- 90% of Americans mistakenly believe they should brush after every meal. Twice a day is all you really need.

The Right Toothbrush

- Smaller heads are preferable to larger for hard to reach areas.
- Softer bristles make it easier to remove plaque and food particles.

Get a New Toothbrush

- 65% of Americans only replace their toothbrush twice a year. The ADA recommends every three months.
- Bristles wear down faster than you think Your brush may look good but in reality the bristles become dull and less effective.
- Bacteria builds up: remember germs cause cavities, especially after you have been sick.

4

Make It FUN!

No! I don't want to!

All parents have heard that when it comes to brushing teeth.

No wonder the ADA recommends you oversee your child's brushing and flossing until the age of 7.

Here are some tips:

- **Make it a game or fun**
- **Get your kids to mimic you**
- **Crank the music**
- **One study showed that children who use talking or singing brushes will brush for 73% longer**
- **Tell a story**
- **Distract them**



Parents tell us their kids love how this [video](#) makes brushing fun.

Watch [FREE Here](#)

5

Don't Be Embarrassed!

75% of parents don't know what age to take their child to the dentist for the first time.



The ADA recommends **within six months after the first tooth appears**, or no later than the child's first birthday.



Remember – many health problems can easily be prevented.

How Do I Choose The Right Dentist?

The Parent Checklist For Choosing The BEST Dentist For Your Child

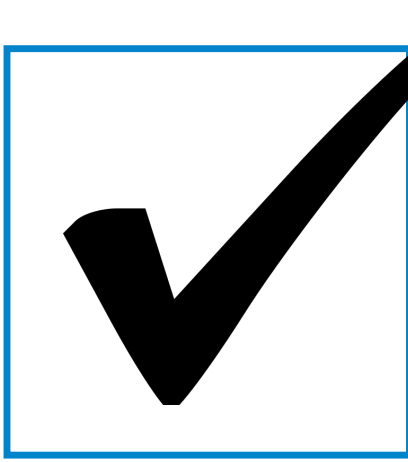
For most of us, when we were growing up, everyone in the family saw the “family” dentist. Is that still the best choice?

Many general dentists will also handle pediatrics along with some orthodontics, referring out to specialists when needed.

While this has been the status quo for many years, is it really the best approach in our modern age of dentistry?

Especially when it comes to our children.

Answer the questions on this checklist to help you decide what's best for your child.



Is S/he a Pediatric Dentist?

Why Is This Important?

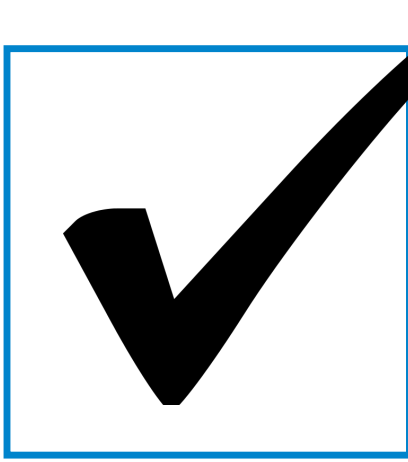
Pediatric dentists are **specialized**, only treating children from infancy through adolescence.

They must complete at least **two additional years of training** during a pediatric residency.

Only 2% of dentist in California are pediatric specialists.

Pediatric dentists are **specifically trained** to treat children's developing teeth and potential issues unique to children, such as physical development issues, crowding of the teeth and gum problems.

They are **great at understanding child behavior**, are trained to be patient and understanding and know how to effectively treat children with special needs.

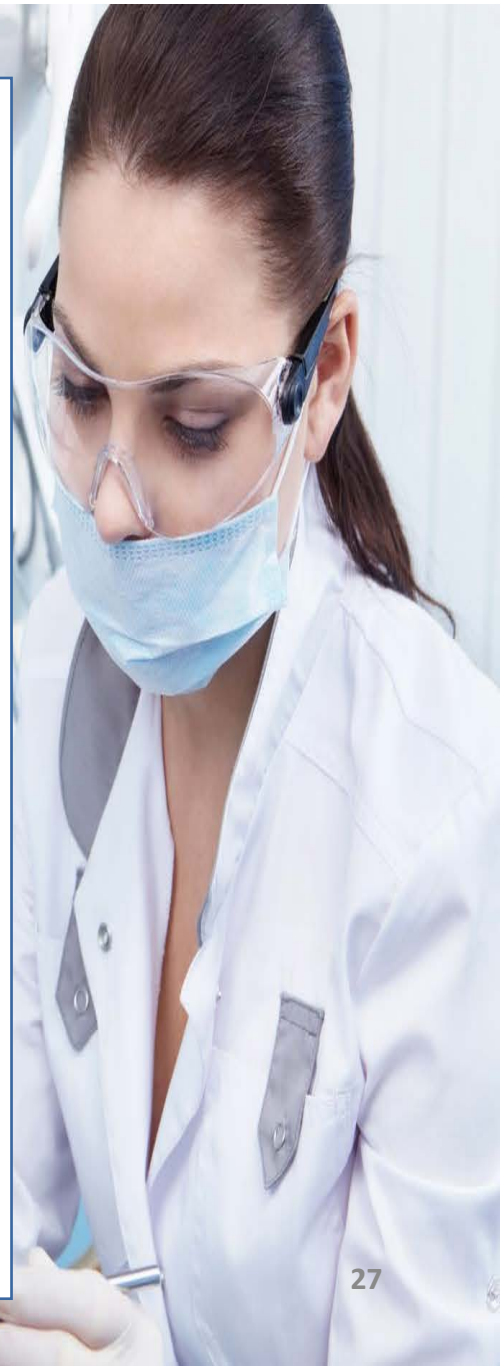


Is S/he a Pediatric Dentist?

Stopping Problems BEFORE They Start!

Pediatric practitioners are focused on **preventative dental health**.

- The best pediatric dentists will have the latest information on preventative treatments.
- They will **gladly help you** understand the best techniques to use at home.
- They are able to position a child for a lifetime of healthy dental habits.





Is the Dental Office Multi Specialty?

Having all the dental specialists under one roof provides major convenience for busy parents and kids.



More importantly, a multi-specialty dentist office ensures your child has **access to a collaborative treatment decision.**

Find out if the dental office you're considering has specialty dentists, including **pediatric dentists, orthodontists and parent dentistry.**



Is It A Kid-Friendly Environment?



More than 30 million Americans avoid seeing the dentist because of anxiety or fear!

You think you're afraid of the dentist? Your kids are too.

They may have even picked up their fear from you.

Adding to that fear, a general dentistry office can be quite intimidating and scary for most kids.

Many general dentists may only have adult-sized equipment designed for adult-sized mouths that can lead to unnecessary pain and trauma for kids.

If it's not kid friendly, your child will learn to hate the dentist and EVERY visit will be a battle!



Is It A Fun Place To Go?

A brightly colored world that's fun will make them feel comfortable. It will be a place they WANT to be.

The more relaxed your child is, the smoother the entire visit will be.

Also, a kid-sized world is key and will include:

- Smaller exam chairs
- Smaller equipment specially designed for a child's mouth
- Friendly pain-free equipment such as lasers that can often be used instead of drills





Does the Dentist and Staff Create A Relationship With Your Child?



Do they greet her with a warm smile?

Studies show that:

- Seeing a smiling face compels us to smile.
- Smiling releases endorphins making you feel happier. It also reduces other stress hormones.
- Just seeing a smile can positively stimulate our brains as much as eating 2,000 chocolate bars!

It is crucial for dentists to establish a friendly relationship with children to combat fears and to deliver effective treatment.



Does the Dentist Ease Your Child's Fear?



How About Preventing Fear of the Dentist BEFORE It Starts?

A great dentist will show your child the equipment and give them the grand tour. When kids are comfortable with their environment, stress drops.

A great dentist will also allow a parent to stay with their child and have space for parents to hold their child's hand and comfort them, if needed.

Make sure the dentist doesn't just pop in a movie and hope for the best.

The best experiences will inspire your child to **WANT** to take better care of their teeth!



How About You Mom and Dad? Do You Get A Break?

Parents Are More Stressed Than Ever!

How would it affect your day, your parenting, your peace of mind — if YOU had a little pampering?

Who has time for multiple trips to the dentist? **Do they offer adult treatments and orthodontics** so you can make the most of your visit and get taken care of at the same time as your child?

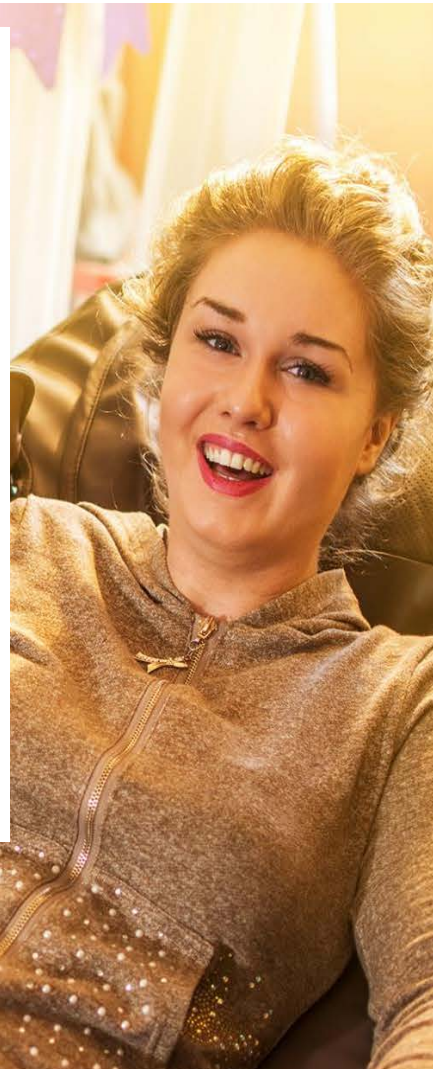
How about amenities for mom and dad including:

- ✓ Free, Secure Babysitting
- ✓ Wi-Fi

And ...What about an adult ONLY Lounge with:

- ✓ Comfortable adult seating
- ✓ Massage chairs
- ✓ Lattes and cappuccino

Don't forget convenient hours. You're busy. Does the dentist cater to you?



What if driving your kid to the dentist could also mean a little something special for you?



Does The Dentist Use Modern Techniques?



Dentistry has changed a lot in the past few years. And, the latest treatments and techniques are always evolving.

Better, safer, less pain.

Doesn't your child deserve the latest and best solutions?

Is your Dentist Up To Date?



Does Your Dentist Understand That Treatment Needs To Be Affordable?

A dentist who truly cares about you will work with ALL your insurances to minimize out-of-pocket expenses.

Ask if they:

- ✓ Give you viable options and help you understand those options
- ✓ Provide in-house no- or low-interest financing, when necessary
- ✓ Offer loyalty and referral programs
- ✓ Are large enough to buy technologies and products at reduced cost and, if so, do they pass those savings on to you

Tip: There is a little known advantage to working with a specialist — better reimbursements.

Under the Affordable Care Act, non-dental insurances pay toward preventive pediatric dentistry.



- ✓ Are they involved in your community?
- ✓ Is their goal to create a better place for everyone to live and work?
- ✓ Do they have goals that are in alignment with yours when it comes to giving your children the best possible chances in life?



Do they excite and empower your children to grow, mature and succeed?

The Super Dentists Are Super Convenient for Busy Moms and Dads

- ✓ Extended hours including weekends
- ✓ We work with almost all insurances
- ✓ All dental specialties under one roof
- ✓ Kids and parents can be treated at the same time
- ✓ Offices near you all over San Diego
- ✓ Call or book online

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