

24 June 2011

Dear NZDTA,

Colgate was very happy to help sponsor your excellent conference recently. It has been a busy time...

Prevention for adults will be highlighted for July through September. NZDA information pamphlets on erosion and dentine hypersensitivity will be going out to approximately 150 dental practices with the intent to bring more adults to surgeries for dental check ups. These practices will also be receiving the Colgate flossable toothbrushing models that many of you have already.

We hope that you will find the heightened awareness from July through September, including World Oral Health Day, a good opportunity to continue to work with patients to empower them to focus on good oral care.

TV advertising encouraging adults to take the steps to healthier teeth for life will be featured with the message: brush, floss, rinse (between brushings) and get regular examinations. Exploring the value of social marketing, Colgate's marketing team is developing an Oral Health Month Facebook page which will list the first 150 dental practices to volunteer to participate this month. The facebook page is **Facebook.com/ColgateNZ**.

The annual Healthy Smiles photo competition organised by NZDA to celebrate World Oral Health Day (12 September) will take place starting 20 July 2011; please encourage your patients to enter this competition to win exciting prizes sponsored by Colgate (see the Healthy Smiles website <http://www.healthysmiles.org.nz/>).

We continually look for new ways to draw attention to oral health messages and plan for mouths to be in focus for July.

Kind regards,



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