



Dear Parent or carer,

At Aquafresh, we know that every new tooth is a breakthrough, a milestone in the story of a child's mouth. From the moment the first milk tooth peeks through to when the last one wobbles free, we're here to help you take care of your child's teeth every step of the way.

Looking after your child's milk teeth is important because their enamel is 50% thinner than adult teeth. If they aren't properly cared for then permanent teeth may not come through healthy and strong.

That's why we have launched the Aquafresh Schools Club – a programme designed to help children and parents understand why their teeth are important and how they can better look after them. Today your child has taken part in the Schools Club, and we now invite them to enter our Brush Time Tales competition to win £500 of Oxford Reading Tree vouchers for their school, an iPad for themselves and have their story shared and publicised by Aquafresh. See Competition Entry Form attached for details.

The Brush Time Tales competition

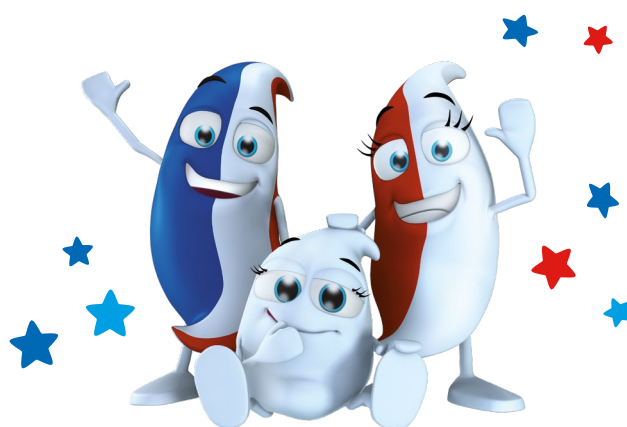
We're asking primary school children across the UK to write a story that takes two minutes to read aloud that can entertain children and their families for two minutes while they brush their teeth. More information can be found on the Competition Entry Form at the end of this leaflet.

Top Tips for Good Oral Health

1. Brush twice a day for two minutes.
2. Use only a pea-sized amount of fluoride toothpaste.
3. When brushing, use small, circular movements; covering every side of the tooth and the gum line.
4. Don't rinse with water after brushing, just spit the toothpaste out.
5. Cut down on sugary and acidic food and drinks, and try to only have them at mealtimes.

Aquafresh are helping kids brush for longer!

Download the all-singing, all-dancing Aquafresh Brush Time App now - to make brush time, fun time!



You can also use the Toothbrushing Chart on the back of this letter to help keep track of brushing!

Happy brushing!

Aquafresh



TOOTHBRUSHING CHART

MY NAME IS

Colour in the stars when you brush your teeth

WEEK 1 WEEK 2 WEEK 3 WEEK 4

MON

MORNING



NIGHT



TUE

MORNING



NIGHT



WED

MORNING



NIGHT



THU

MORNING



NIGHT



FRI

MORNING



NIGHT



SAT

MORNING



NIGHT



SUN

MORNING



NIGHT



COMPETITION ENTRY FORM



At Aquafresh, we've discovered that not all children have been brushing their teeth for two minutes, twice a day, every day. This means that teeth all around the UK are at risk of attack from sugar and plaque!

Captain Aquafresh needs your help to make Brush Time Fun again!
Enter your two-minute Brush Time Tale into our competition to help children in the UK brush for two minutes again.



How to write a great Brush Time Tale

Your story can be about anything you like, so let your imagination run wild!
Just make sure your story:

- Takes two minutes to read aloud
- Entertains the listener to help keep them brushing for the full two minutes!



Remember, great stories usually have the following ingredients:

1. A beginning, a middle and an end
2. Interesting characters that readers care about
3. Descriptive words to bring the story to life

How to enter

In the space overleaf, write a story that will entertain children and their families for two minutes while they brush their teeth.

To enter, please scan and email this entry form to:

competitions@nationalschoolpartnership.com by Thursday 25th June 2020.

One entry per person only. No purchase necessary.

Prizes

The winner will win £500 of Oxford Reading Tree vouchers for their school, an iPad for themselves and will have their story shared and publicised by Aquafresh.

UK and ROI primary school age residents only, normal exclusions apply (see full T&Cs [<https://nationalschoolpartnership.com/initiatives/brush-time-tales/>]). Entrants must obtain the consent of their parent or legal guardian. Competition entries must be received no later than Thursday 25th June 2020. Entries cannot be returned and are the property of Aquafresh. By submitting your competition entry you agree your entry being used in publicity by Aquafresh (if successful). Winners must accept their prize within 3 working days of being notified. Prizes are subject to availability. Full prize details and T&Cs at [<https://nationalschoolpartnership.com/initiatives/brush-time-tales/>]. Winning entries chosen by a panel based on engagement and entertainment value. Winners will be notified by 18:00 on Thursday 16th July using the contact details provided. By entering you agree to your personal data being used by We Are Futures in accordance with their Privacy Notice [<https://www.wearefutures.com/privacy-policy/>]. Promoter: We are Futures a trading division of AccessAbility Ltd, 1 Paris Garden, London SE1 8ND.

GOOD LUCK

WRITTEN BY: **AGE:**

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