

Back from
the Molar
System:
The Search
for Toofus





Answering The Call At Mission Control

At school, your child has been on a journey to learn about proper oral health. You can continue this journey at home by practicing these 4 tips for a bright smile. Help your child "Answer the Call" by modeling the steps for being an Oral Health Hero!

1
Brush with Fluoride toothpaste after breakfast and before bedtime

- For children age two and over, use a pea-sized amount of fluoride toothpaste and a soft bristled toothbrush.
- Brush top and bottom, inside and outside of teeth, and don't forget the tongue!
- Change the toothbrush every 3 months. Tip: Turn off the faucet while brushing. This can save up to 4 gallons of water every time!

2
Once teeth are touching, floss your child's teeth daily

- Your child will need help flossing until around age 8.
- Make a C shape around the tooth. Slide the floss up and down to remove plaque brushing may have missed.
- Have fun by helping your child count their teeth while flossing!

3
Limit sugary snacks and drinks

- Every mouth has plaque bacteria. Sugary foods mix with plaque to create acid. This can lead to tooth decay!
- Offer smart snacks such as vegetables, fruit, or yogurt.
- Encourage drinking plain water instead of sweetened beverages.

4
Visit the dental office regularly

- The dental professional will clean, polish, and floss your child's teeth. Your child will receive a fluoride treatment to strengthen their teeth.
- Sometimes, X-rays may be taken.
- The dentist/dental hygienist will offer guidance and answer any questions you might have.

Wilder spits out her toothpaste. "Oh my stars! It's Squish!" she cries.

Squish's squishy green face appears onscreen. "Blorp bloop! Toofus is missing. Can you help?"





Squish continues. “I haven’t seen her since you and the other heroes left the Molar System. Is there any chance that she followed you back to earth?”

Wilder and Chompers exchange a glance. “NO!” But then Chompers notices small paw prints near Wilder’s uniform. “Woof!” he points.

So Toofus HAD been here, after all. But if so, where would she have gone? It’s a mystery—but Wilder is confident that they can solve it. She stands proudly and promises Squish. “WE will find her!” Chompers nods excitedly.

“Blurb! I’ll send the Transporter,” Squish responds quickly. “GOOD LUCK, heroes. And thank you.”

And with that, Wilder and Chompers know for sure. It’s time to answer the call—again!

Wilder and Chompers jump off the transporter. They are in India!

They spot Dev holding a giant toothbrush.

“Brushing with fluoride toothpaste after breakfast and before bedtime is the way to SCORE!” Dev tells his teammates.



“Fluoride strengthens teeth and helps prevent decay.

And remember, a small amount of toothpaste goes a long way.”

Pointing to the brush, Dev continues. “Look closely, now. This is the way to hold the toothbrush.. Wait, what?! Wilder—is it you?”

“YES!” Wilder grins. “It’s ME!”

Chompers and I are looking for Toofus. She is missing...but we KNOW we will find her!” Dev looks around. “She was here! I gave her a new toothbrush and showed her how to use it. But then, *poof* —she was gone.”

Wilder thinks carefully. “So if she learned how to brush, what would she be looking for next?” The three friends realize the answer at once. “Dental floss!” “C’mon, Chompers.” says Wilder. “Let’s find Ariyo!”

The heroes arrive in Nigeria to see Ariyo in front of a giant video screen.

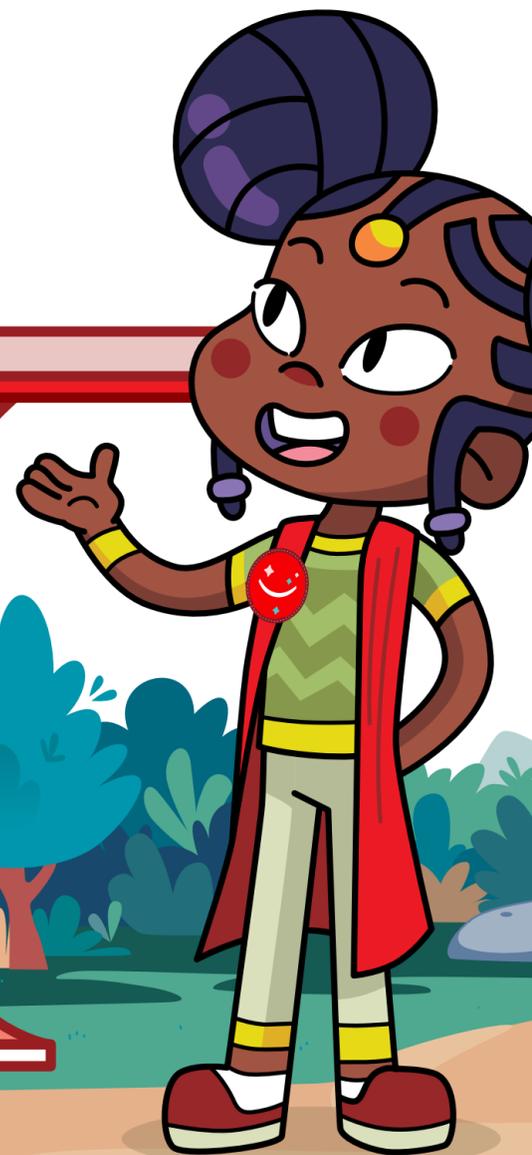
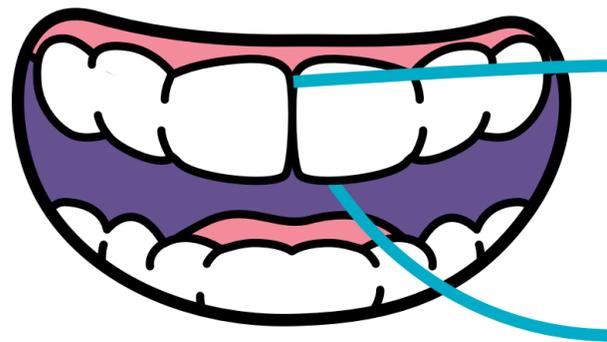
“Just in time, Wilder!” she says. “Could you help me show my neighbors how to floss?”

“Sure thing!” Wilder agrees. “We should all floss every day. It gets rid of plaque between your teeth your brushing may have missed.”

She points to the screen as Ariyo demonstrates. “Be sure to check the C,” Ariyo adds. “That’s the ‘c’ shape your floss should make around each tooth. But when you do this in real life, have a grown-up help you,” she reminds everyone.



Check the “C”



“Woofus!” Chompers barks. “Toofus!” Wilder responds. She turns to Ariyo: “Have you seen her?”

“YES—but it looks like you just missed her. She was here...” As Ariyo’s voice trails off, Wilder and Chompers jump back into the transporter and head off to find...

“¡Olá, Wilder!” hollers Paolo. “Welcome to Brazil.”
“What’s with the maze?” Wilder asks curiously.

“I’m showing my new friends how to avoid sugary snacks. Our trip to the Molar System taught me how sugary snacks can cause a plaque attack—and plaque can lead to decay! Now that I know, I want everyone to answer the call and earn the Emblem of Courage!” Paolo says proudly.



“Oh—and speaking of the Molar System, you’ll never guess who was here earlier...”

Wilder and Chompers know immediately. They had just missed Toofus...again!

Wilder counts on her fingers. “So we know that Toofus has gotten a toothbrush lesson from Dev, practiced flossing with Ariyo, and learned to limit sugary snacks from you. What else would she need in order to have a bright smile?”

Chompers’ face lights up. “Woof-edy woof woof!”
And Wilder cries, “You’re right. Let’s go!”



Wilder and Chompers jump off the transporter. And there, sitting bravely in the dental chair, sits Toofus. Her dental checkup is complete, and her kitty-cat grin shines with pride.

“Toofus!” squeals Wilder. “We’ve searched the world looking for you. Squish needs you back in the Molar System!”

Dr. Rabbit smiles. “Wait just one minute. Before Toofus leaves, there is something very important that she has earned.” He pins a shiny new Emblem of Courage on Toofus’ collar.

“Toofus, you have learned the important ways you can take care of your teeth—brushing with fluoride toothpaste, flossing, and limiting sugary snacks. And best of all, you’ve had your dental checkup. Now your bright smile reveals your courage for all of the galaxy to see!” Toofus beams.

Chompers escorts Toofus back to the transporter. “Woof,” he says to his brave friend. “Meow,” she replies.

He is so proud of her.



And with that, Toofus blasts off, heading back to Squish and the Molar System. She is officially the newest member of the Bright Smiles Team of Heroes. Chompers will miss his friend, but he knows she has work to do. She has answered the call and become a hero, just like the rest of the team.



And remember. YOU can be a Bright Smiles hero, too! All you need to do is be brave, stand tall, and answer the call—today and every day. Oh my stars. We will be so proud of you!”

Our Characters



Wilder showed courage by answering the call to become a Bright Smiles hero. Talk about how she now helps others learn to stand tall and take control of their own oral health.



Chompers knows that supporting friends is a courageous thing to do. Watch how Chompers finds Toofus by following her footsteps all along the journey.



Dev keeps his body and his teeth strong. See how his prosthetic leg doesn't hold him back! And check out how Dev holds the toothbrush correctly and uses a pea-sized amount of fluoride toothpaste.



Ariyo uses technology to teach friends how to help fight tooth decay. Look closely when she shows how the floss forms a “C” to remove plaque that brushing may have missed.



Paolo has learned that sugary sweets can lead to cavities. Talk about how the maze is like a real-life path; you can find your way through it by making smart choices to limit sweets.



Toofus has traveled a lo-o-o-ng way to become a Bright Smiles Hero. Discuss the places she visited on Earth—and what she learned so that she could stand tall and answer the call, too.



Dr. Rabbit is a wise dentist who guides children in taking care of their teeth. Check out his X-ray machine and other dental tools. Don't miss the hidden “Dr. Rabbits” and the portrait of Brushwell on the wall!

Learn more about the Bright Smiles, Bright Futures characters in “Join the Heroes”: www.ColgateBSBF.com

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