

## Dispensing the right amount of any preventive medication for your child is important. Fluoride should be no exception.

Like most parents, you probably think that more fluoride is better for your child's dental health. But did you know that too much can actually be bad?

The American Dental Association's (ADA) latest guidelines state that too much fluoride can cause permanent white spots on teeth, a condition called fluorosis.



## Too much toothpaste equals too much fluoride. Dispense the amount that's Just Right™

The revolutionary Just Right™ metered dose pump takes the guesswork out of giving your children the optimum amount of fluoride each time they brush.

Just Right delivers a pea-sized (.25 gram) dose of toothpaste each time the pump is dispensed. A half pump yields a rice grain-sized (.125 gram) dose ideal for children less than three years of age.

## What does the right amount of fluoride toothpaste look like?

The American Dental Association (ADA), the American Academy of Pediatric Dentistry (AAPD), and the American Academy of Pediatrics (AAP) recommend the following new toothpaste usage guidelines:

Children under age 3  
"Rice grain-sized" amount  
(.125 gram)



Children ages 3 to 6+  
"Pea-sized" amount  
(.25 gram)



On average, most children  
use as much as 8 times  
the recommended dose.



## The Just Right™ 6-Month Anti-cavity Kit includes everything you need for the proper dosage, including:

- Two brushes featuring kid-sized heads and large handles, making it ideal for adults to assist by holding the brush while teaching children proper oral hygiene.
- Easy-to-use, mess-free, and convenient dispenser, resulting in cleaner sinks and counters, less waste, and saved money.
- A six-month supply of toothpaste, serving as a convenient reminder to schedule your child's next dental appointment.
- Great Berry Blast flavor kids love.
- Cavity protection.



Like any preventive  
medication, your  
child's fluoride use  
should be monitored.

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fluoride toothpaste

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