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DENTICATOR SUPPORTS ORAL HEALTH AMERICA'S FALL FOR SMILES PHOTO CONTEST

CHICAGO, IL (October, 1, 2010) – Zoobys by Denticator and Oral Health America are calling all dental care professionals to participate in a photo contest for the annual *Fall for Smiles* campaign throughout the month of October. The goal is to contribute to nationwide oral health awareness by submitting photos of healthy smiles from dental team members and/or patients who demonstrate good preventive care through regular dental visits, healthy diets, tobacco avoidance, and daily brushing and flossing routines.

The focus of the campaign is to encourage families across America to incorporate healthier habits in their back-to-school routines, and reinforce oral health as a lifelong priority from an earlier age to all demographics. In a recent public survey from Oral Health America, nine out of ten (89%) parents say taking their children to the dentist on a regular basis is extremely or very important; moreover, just under two-thirds (63%) of parents say a regular trip to the dentist is an extremely or very important part of getting children ready to go back to school.

In order to help convey this message of routine oral care, contestants are advised to get creative and submit photos that demonstrate how they keep their smiles healthy and beautiful at home or in the office. All entries submitted before October 31, 2010 will be included in a random drawing for the chance to win one of three prize packages, all of which include: five boxes of Denticator Zooby prophylaxis angles (valued at \$55.00 per box), five bags of Zooby prophylaxis paste, five Zooby stuffed animals, and five rolls of Zooby stickers.

To submit, email photos to Melissa@oralhealthamerica.org, along with information about the participating dental office (if applicable), names of those who are pictured, and proof of parental consent for any children in photos shared with Oral Health America (entries may be posted on the website or featured in upcoming newsletters).

For additional information, please call 1-312-836-9900, or visit www.oralhealthamerica.org. To learn more about Zooby products, go to www.denticator.com.

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