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**Young Dental Supports National Fall for Smiles® Campaign for Healthy Mouths**

October 5, 2011, Chicago, IL—The word “young” implies health and well-being. Strong teeth and healthy mouths are a vital part of overall health. To honor the philosophy that “you can’t be healthy without good oral health,” Young Dental has teamed with Oral Health America’s Fall for Smiles® campaign to help dental care providers promote the importance of dental hygiene, regular dental visits, healthy food choices, and tobacco avoidance.

A recent public opinion survey conducted by Oral Health America found that most parents (68%) say teaching children to brush and floss twice daily is among their most important health care concerns. In the same survey, more than three out of four respondents said that when it comes to caring for an older person in their lives, they are very or somewhat knowledgeable about tooth brushing (85%), flossing (78%) and cavities (76%).<sup>i</sup>

During regular dental visits, patients learn from their dental care providers how to take care of teeth throughout the journey of life. By partnering with Fall for Smiles, Young Dental hopes to continue to support dental offices in communicating to Americans that overall health and well-being means taking care of your mouth each and every day.

“We are honored by Young Dental’s support for Oral Health America’s programs and strategies to ensure that all Americans are able to access the dental care and education they need,” said Beth Truett, President and CEO, Oral Health America. “As a whole, Americans tend to be young at heart. We want to make sure that they also feel young and are healthy at every age.”

Young Dental is the primary sponsor of the annual Fall for Smiles photo contest. Dental professionals are invited to enter photographs or videos of their colleagues or patients promoting healthy mouths. All participants will be entered in a raffle to win five prize packages that include: 200ct box of Pink Contra Elite disposable prophylaxis angles (benefiting Susan G. Komen for the Cure®), 2 pink thermal travel mugs, 2 pink canvas tote bags, a Young Dental picnic backpack, and 50 oral-systemic health brochures for the office. Between 2010 and 2012, Young Dental is making a \$50,000 donation to Susan G. Komen for the Cure in an effort to expand care beyond the dental environment, including issues related to oral-systemic health.

Young Dental is a leading designer, manufacturer and marketer of consumable supplies, instruments and other products used by dental professionals primarily in preventive dentistry, restorative procedures and instrument sterilization. Oral Health America is a national, non-profit organization that connects communities with resources to improve access to dental care, education and advocacy. To enter the Fall for Smiles contest or to learn more about the campaign visit: [www.oralhealthamerica.org/fallforsmiles](http://www.oralhealthamerica.org/fallforsmiles).

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<sup>1</sup> Oral Health America public opinion survey sponsored by Oral Healthcare Can't Wait and Plackers