



**FOR IMMEDIATE RELEASE**

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**TAKING KIDS TO THE DENTIST AS PART OF BACK TO SCHOOL ROUTINE IS  
EXTREMELY IMPORTANT, SAY PARENTS**

October 14, 2010, Chicago, IL—Young Dental has teamed up with Oral Health America's Fall for Smiles campaign to help Americans of all ages understand the importance of regular dental checkups and to emphasize that preventative care during a child's back to school visit is essential to overall health and well-being. According to a public opinion survey commissioned by 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. This regular trip to the dentist is an extremely or very important part of getting children ready to go back to school for just under two-thirds (63%) of parents.

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. By teaming up with Fall for Smiles, Young Dental hopes to communicate to parents that preventive dentistry, such as sealants, during back to school visits is a key component to a child's overall health and well-being.

Young Dental believes that a healthy mouth is part of a healthy body, and strives to be a leader of this message in the dental industry as we learn more about the oral-systemic connection. By promoting and providing quality preventive care, we believe that dental professionals are helping their patients live a healthier life.

"The Fall for Smiles campaign is intended to bring the oral health community together to promote common messaging about what Americans can do to keep their mouths healthy," said Beth Truett, President and CEO, Oral Health America. "We are excited about the partnership with Young Dental to raise awareness and bring healthy mouths to life."

Oral Health America's mission is to change lives by connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. For more information, visit [www.oralhealthamerica.org](http://www.oralhealthamerica.org).

The Fall for Smiles Survey was sponsored by Oral Healthcare Can't Wait, and Plackers, and conducted by Harris Interactive® on-line within the U.S. in May and June 2010 among 1,144 U.S. parents and 1,346 U.S. children ages 8-18.

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