Dental-care for babies, toddlers and young children

Product Guide

brush-baby
Introduction

Early years tooth care

Our children’s teeth are one of their most important possessions helping them to eat, speak and smile, but because their teeth are still developing how we look after them is different to our own.

Brush-Baby has developed three simple steps to help care for developing teeth and products to help along the way:

**step 1 Babies**  
**Cleaning baby mouths**

Cleaning baby gums helps reduce the build-up of bacteria and prepares a healthy environment for new baby teeth.

**step 2 Toddlers**  
**Teething and brushing**

Brushing baby teeth removes plaque and prevents tooth decay and gum disease. Brush from when the first tooth appears.

**step 3 Children**  
**Brushing and flossing**

Flossing removes the plaque that brushing misses. Introduce flossing when two teeth start to touch.

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The first step for baby oral care, Brush-Baby DentalWipes™ are gently formulated with xylitol and uniquely textured to cleanse toothless gums and first tiny teeth. Use daily as part of a baby’s oral care routine to create a healthier environment for new teeth. Keeping gums clean helps reduce gum inflammation and pain during teething.

“Brush-Baby DentalWipes are a brilliant idea to clean a baby’s gums and stop decay before they can brush, I like these a lot” Holly Willoughby UKTV presenter and mum

Scientific evidence:
The use of oral wipes alone has been shown to reduce the load of cariogenic bacteria in infants while the removal of plaque (1) and the development of new caries was significantly reduced by the use of a wipe (2). Parents were found to be more satisfied with wipes when compared to tooth-brushing particularly after nightly feeds. Infants’ acceptance of wipes was found to be higher than tooth-brushing in the day-time and particularly at night-time (1).

Sources:

Main Features
- 28 individually wrapped finger-sleeve wipes
- Xylitol reduces sugar acids
- Fluoride and paraben free
- Banana flavour

Main Features
- Curved shape fits gum-line correctly
- Cleans top and bottom teeth and gums whilst chewing
- Soft medical grade silicone bristles also massage gums
- Dishwasher & steriliser safe (180° C)
- BPA free

Scientific evidence:
Nursery-aged children who used the Chewable Toothbrush had fewer decayed teeth compared to those using a regular toothbrush and that the Chewable Toothbrush also removed more plaque (1). Another study on the use of chewable toothbrushes in the elderly showed that a chewable toothbrush was as effective as a regular toothbrush in plaque removal and had a significantly better effect on the lingual side of the tooth.

Sources:
Brush-Baby BabySonic™ Electric Toothbrush

Specially developed to grow with the child. The BabySonic™ combines great design, baby and toddler sized brush heads and a light timer to help teach tooth brushing.

"One of the 10 best electric toothbrushes available this year. Tiny head and vibrations strong enough to be effective, but not so strong that it will freak them out, teaches good habits from an early age."

The Independent Newspaper Electric Toothbrush Review - May 2014

Main Features
- Grows with your child: Includes 2 sized brush heads
- Small brush head for babies (0-18 months) and larger for toddlers (18-36 months)
- Soft vibrating bristles
- Easy grip handle - ideal for little hands
- 2 minute light timer
- Includes 1x AAA 1.5V battery

Scientific evidence:
Research findings have shown that plaque reduction with the electric brush is significantly better than with a manual brush: 46 percent versus 25 percent reduction(1). 75% of parents having difficulty brushing their infant’s teeth reported that the introduction of the BabySonic Electric toothbrush significantly increased the acceptance of tooth brushing by their child(2).

Sources:

See our video

Brush-Baby Teething Toothpaste

Specially formulated with camomile for babies and toddlers during the teething stage. Brush-Baby Teething Toothpaste combines a protecting formulation with the natural anti-inflammatory effects of camomile to soothe sore gums.

"The Applemint seems a great way to introduce them to the stronger mint flavours that will follow in due course, will definitely recommend this to parents."

Sue Atkins UK ITV Parenting Expert

Main Features
- Gentle Applemint flavour to suit infant tastes
- Xylitol to reduce sugar acids
- Low fluoride (500ppm Fluoride), safer if swallowed
- 50ml size
- Camomile a natural anti-inflammatory to help soothe gums
- SLS Free

Scientific evidence:
Xylitol is a natural ingredient which combats cariogenic bacteria and reduce sugar acids, Xylitol is well known for preventing cavities by inhibiting the growth of the Streptococcus Mutans bacteria (1) and evidence also suggests that use of Xylitol may offer some protection against periodontal disease (2). Xylitol and fluoride in toothpaste appears to have a synergistic effect increasing remineralisation (3), while the presence of SLS may decrease the effectiveness of xylitol (4). Studies of children using 10% xylitol-enriched fluoride toothpaste found they developed significantly fewer cavities than those children using fluoride-only toothpaste (5).

Sources:
Brush-Baby FlossBrush

3-6+ years

The FlossBrush has a unique ‘flossing’ bristle design that helps clean the surface of the tooth and in-between teeth. Perfect for kids who can’t or won’t floss or have gaps, missing teeth, crooked teeth and mixed dentition.

“My 3 year old daughter liked using it, very soft bristles. There were less tantrums from her at teeth brushing time! The quality is great; I was very pleased with it, it does have added benefits over the other toothbrushes. I would buy this again and recommend it to others.”

Michelle James, Brush-Baby Customer

Scientific evidence:

The bi-level bristle arrangement is significantly more effective for removing plaque from the interproximal areas, at the gingival margin and subgingivally (1-2). Recent research suggests that new elongated (extended) trims and tapered bristle designs provide the best access to the interdental and gingival regions. 1-4, 5 Barnes CM et al (2009) compared a manual toothbrush with a mix of elongated tapered bristles and conventional round bristles with a conventional manual toothbrush with bristles of uniform height and diameter. They found Interproximal Access Efficacy (IAE) values as measured by a pressure sensitive artificial plaque substrate significantly higher (P<0.001) in the tapered-bristle brush. Similarly, the tapered-bristle brush had significantly superior subgingival access (P<0.001) and the mean value for gingival margin cleaning efficacy of the tapered bristle brush was significantly higher (P<0.001). Hotta et al (2002) compared similar toothbrush groups for cleaning simulated occlusal fissures and found that the combination of tapered and round-end bristles was significantly (P<0.01) more effective than the conventional flat round-ended bristles.

Main Features

- Shorter, round-ended bristles clean the surface of the tooth
- Elongated, tapered “flossing” bristles reach in-between teeth and into the gum line
- Small brush head
- Easy to hold rubber handle

See our video

Scientific evidence:

Recent research suggests that new elongated (extended) trims and tapered bristle designs provide the best access to the interdental and gingival regions. 1-2, 3 Toothbrushes whose bristle design includes elongated and tapered bristles are the most effective in removing plaque from interdental and occlusal areas, the gingival margin and subgingivally. Vibrating brushes with similar bristle designs appear more effective than powered oscillating-rotating toothbrushes. 4

Sources:


See our video

Brush-Baby KidzSonic Electric Toothbrush

3-6+ years

Specially designed with vibrating, flossing bristles, the fun, lightweight KidzSonic helps young children care for their teeth and encourages good oral care habits from an early age.

“My daughter loves the toothbrush and the heads have lasted amazingly well and it looks as good as new. The flashing light timer appeals a lot. Size of both head and handle are perfect for her age.”

K Palacio, Brush-Baby Customer

Scientific evidence:

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Main Features

- Unique ‘Flossing Bristles’ clean in-between teeth.
- Small lightweight handle, comfortable in little hands
- Small brush head with soft vibrating bristles, ideal for children
- Flashing 2 minute disco light timer
- 30 second pulse reminder, to keep kids brushing
- Includes 1x AAA 1.5V battery & 3 x brush heads

See our video

Scientific evidence:

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Sources:

Xylitol helps prevent decay-causing bacteria from producing the acids that rot teeth.

This is because these bacteria are unable to digest Xylitol and so do not produce acids as a by-product. The bacteria also begin to reduce in number and become less sticky so they don’t cling to the surface of teeth where they can do damage.

Sources

Xylitol helps to repair the damaged enamel of teeth

Studies have shown that minerals such as calcium and phosphate salts also fluoride work better to repair the enamel of teeth when Xylitol is present. Even wiping a baby’s new teeth with a daily xylitol wipe can give great protection against decay in the early years.

Studies have shown that children given Xylitol-enriched toothpaste develop fewer cavities than those using fluoride-only toothpaste.

Xylitol helps prevent cavities before they form

Xylitol-enriched Fluoride toothpastes have been shown to work better than Fluoride-only toothpastes. “If a child gets xylitol a couple of times a day, they will get less decay” - Aubrey Sheiham, emeritus professor of dental public health and University College London

The regular use of Xylitol chewing gum by mothers has been shown to help protect their children’s teeth from tooth decay

This is because Xylitol reduces the number of decay-causing bacteria in the mother’s mouth and in turn helps to reduce the transfer of these bacteria to their baby’s or children’s mouths. It has been shown that mothers who chewed xylitol gum in pregnancy have children who are 70% less likely to have tooth decay at the age of 5.

Providing toothpaste that children like the taste of is key to get them tooth-brushing. So Brush-Baby uses flavours that have been chosen by children and combine this with our unique Xylitol and Fluoride formulation to help protect young teeth against decay.

Main Features
- Xylitol to reduce sugar acids
- Fluoride to strengthen enamel
- Low foaming - Sodium Lauryl Sulphate free
- 75ml size
- Paraben-Free
- Flavours Applemint 0-3 yrs (1000 ppmFluoride)
  Tutti Frutti 3-6yrs (1350 ppmFluoride)
  Spearmint 6+yrs (1350 ppmFluoride)

Scientific evidence:

Xylitol is a natural ingredient which combats sugar acid and reduces the amount of bacteria that cause tooth decay. The British Dental Health Foundation endorses Xylitol as “the biggest advance against cavities since fluoride”.Xylitol is well known for its antimicrobial properties and its ability to lower the amount of bacteria that cause tooth decay. The British Dental Health Foundation endorses Xylitol as “the biggest advance against cavities since fluoride”.

What is Xylitol?
Xylitol is a natural sugar found in plums, strawberries, and raspberries and birch trees. It is also made in small amounts in our bodies.

Is Xylitol new?
No, the positive effects of Xylitol on dental health have been known for over 40 years and it is widely used in Scandinavian countries and the US. There have been more than 300 studies showing its almost incredible effect on preventing and reversing tooth decay - by up to 50%.

How Xylitol works
Every time you eat, the bacteria present in your mouth digest the sugars of your food to produce acids which eat away at the enamel of your teeth. This “acid attack” causes tooth decay and cavities can begin to form if prolonged.

Xylitol helps to repair the damaged enamel of teeth

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Sources
Thank you for looking after my teeth!

Watch our video on early years toothcare

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