

## UNILEVER ORAL CARE BRUSH DAY+NIGHT SUPPORTIVE FACTS

The below facts clearly demonstrate some of the benefits of brushing twice a day, morning and night.

- Brushing day+night with a fluoride toothpaste can cut tooth decay by up to 50% for children compared with brushing once. **Source: Pine et al. Int Dent J 2000; 50: 312-323**
- Brushing day+night with a fluoride toothpaste, such as those produced by Unilever Oral Care, can cut tooth decay by up to 50% for children compared with brushing once. **Source: Pine et al. Int Dent J 2000; 50: 312-323**
- There will be double the number of bacteria in your child's mouth if he/she brushes only once a day compared to twice a day. **Source: data on file**
- Brush day+night means up to 50% (two times) fewer bacteria in your child's mouth compared to only brushing in the morning. **Source: (absolute values) data on file**
- Brushing only in the morning and not also at night means twice as many bacteria in your child's mouth overnight. **Source: data on file**
- Brushing at night with a fluoride toothpaste can provide you with almost twice the level of anti-cavity active fluoride overnight compared to the daytime. **Source: Duckworth and Morgan, Caries Res 1991; 25(2):123-9 Section 3.2 pg. Nos. 29-32**
- Brushing at night can remove 8 times more plaque than only rinsing at night **Source: data on file**

For more information please contact the global press office on [brushdayandnight@saltlondon.com](mailto:brushdayandnight@saltlondon.com) or call +44 208 870 6777.  
Press contacts: Nicky Young & Lucy Hannacher.