

U.S. Kids' Oral Health Report Card

Every day in America, kids in undeserved communities go without the access they need to quality oral care, causing a smile gap. Crest and Oral-B are committed to **#ClosingAmericasSmileGap** through addressing access, education and awareness - including shedding light on the oral care discrepancies kids in low-income families face as they head back-to-school this year.

TOP FINDINGS INCLUDE:



Tooth decay is the
#1 CHRONIC DISEASE
AMONG CHILDREN



In the U.S.
90% OF ADULTS
DON'T KNOW THAT



Almost
50% of American children
have at least **one cavity** by age 6.



74% of low-income parents
did not include oral health products in a list of top 5 household necessities, more often choosing to prioritize cell phone service.



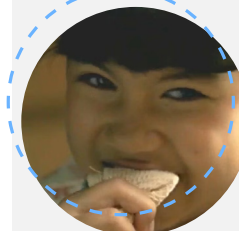
44% of children
in low-income households brush less than the recommended amount of twice per day,



While
73% of high-income children brush twice or more a day.



High income households are nearly
2x more likely to be able to take their kids to the dentist during school/working hours.



1/3 of low-income parents say they can't afford to take their children to the dentist.

**Help change the
game for kids in need
this school year.**

For every Crest or Oral-B product purchased from August 1st to September 30th, the Brands will donate oral care supplies to a child in need*

Crest + Oral-B
#ClosingAmericasSmileGap

*Crest & Oral-B will donate up to 500,000 products purchased from August 1st to September 30th, 2023. The product purchased is not guaranteed to be the same product that will be donated.