

# KODOMO Children's Toothbrush & Toothpaste

Kodomo Children Oral Care range is specially designed to help children cultivate good dental habits and build strong healthy teeth from young. Using advanced dental technology from LION – Japan's No.1 Children Oral Care Company\*, Kodomo consistently strives to innovate the products to help provide good oral health for the little ones and offer a peace of mind for the parents.



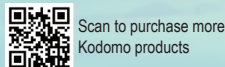
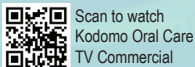
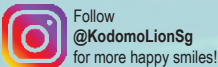
## Milk Teeth Matter

Strong milk teeth help to set the foundation of a child's growth. Yet, research has revealed that almost **50%** of children are affected by tooth decay by the age of 6\*, resulting in early loss of milk teeth.

Premature milk teeth loss can lead to overcrowding of permanent teeth or crooked teeth that could hinder speech development and impair the child's self esteem in the future.



Achieve good oral health with Kodomo oral care product range that comes with colourful & attractive packaging design, featuring cheerful Kodomo Animal characters to make toothbrushing a fun & enjoyable activity!



\*INTAGE SRH+, Lion is Japan's No.1 Company in Children Oral Care Category, Value Sales, CY2020.

†Source: Hu, S., Lai, W. P. B., Lim, W., & Yee, R. (2020). Recommending 1000 ppm fluoride toothpaste for caries prevention in children. Proceedings of Singapore Healthcare. <https://doi.org/10.1177/20110105820963291>.

# KODOMO

Children's Toothbrush & Toothpaste



## Building strong healthy teeth from young



# LION

\*INTAGE SRH+, Lion is Japan's No.1 Company in Children Oral Care Category, Value Sales, CY2020.



## Soft & Slim Children's Toothbrush



### Special Tapered Soft & Slim Bristles

Help remove food particles & plaque effectively without hurting the tender gums.

Suitable head size for children's small mouths.

Long slim neck: Gentle cleaning of hard-to-reach teeth without hurting the gums.

Ergonomically designed "Thumb Lock" feature for firm grip.

Available in appropriate head sizes for 4 age groups!

0.5-2+ years

Baby Teeth

3-5+ years

Milk Teeth

6-9+ years

Mixed Dentition

10-12+ years

Mixed Dentition



## ANTI-CAVITY Children's Toothpaste

Helps repair early cavities in **2 weeks\***

✓ Contains food-grade ingredient

✓ Low Abrasivity

X **No** sugar & Mint

Available in 80g, 3 fruity flavours!



Strawberry



Orange



Grape



\*Based on Lion in-vitro tested.

## EXTRA SHIELD Children's Toothpaste

Contains **1000ppm Fluoride** & Xylitol

### Superior Protection against tooth decay



✓ Contains food-grade ingredient ✓ Sugar Acid protection

✓ Low Abrasivity X **No** sugar & Mint

Available in 65g, 2 fruity flavours!

Strawberry



Grape



### Usage recommendation^

Fluoride in children's toothpaste prevents tooth decay. Using too much toothpaste with high concentration of fluoride content from a young age may lead to fluorosis in permanent teeth, which is a condition that changes the colour or texture of the teeth. Parental supervision during brushing and following the recommendations below on the use of toothpaste lowers the risk of accidental swallowing of toothpaste and dental fluorosis.



Children who are under 3 years old  
Use a smear or a grain size amount



Children who are 3 to 6 years old  
Use a pea size amount (6mm)

<sup>^</sup>Source: Hu, S., Lai, W. P. B., Lim, W., & Yee, R. (2020). Recommending 1000 ppm fluoride toothpaste for caries prevention in children. Proceedings of Singapore Healthcare. <https://doi.org/10.1177/20110105820963291>.