



Kids will spend 8 minutes decorating their little brother.

How about two minutes to brush their teeth?

Brushing for two minutes now can save your child from severe tooth pain later. Two minutes, twice a day. They have the time. For fun, 2-minute videos to watch while brushing, [go to 2min2x.org](http://2min2x.org).



# NATIONAL AD COUNCIL CAMPAIGN

## Healthy Mouths Healthy Lives

It's amazing to see what children and teens will spend their time doing. They will devote an hour of time to watching YouTube videos of gerbils riding a miniature train, or spend 20 minutes dressing their pets in crazy clothes; yet, many of them don't find the time to brush their teeth.

Good oral health habits, if learned at an early age, will contribute to a population with a higher level of dental awareness. People with a higher level of dental awareness ultimately place a higher value on services that maintain good oral health. A new campaign has been developed due to the efforts of the Dental Trade Alliance (DTA), American Dental Association (ADA) and several other dental associations under a group called "Partnership for Healthy Mouths/Healthy Lives." NDI is proud to be a part of the board of the DTA, as this organization, in partnership with dentists, has successfully brought this issue to the forefront by gaining the awareness and interest of the National Ad Council.

The National Ad Council has conducted many public awareness campaigns from Smokey Bear/Forest Fires campaign to the Crash Dummies/Buckle Up campaign. In the next months, you will begin to see more and more advertisements from the National Ad Council on the importance of brushing your teeth for 2 Minutes, 2 Times a day. The new campaign is being run nationally and highlights the fact that kids will spend a lot of time doing silly things, how about brushing their teeth for just two minutes twice a day. The campaign will create awareness of oral health and will provide dental professionals more opportunity to discuss good oral health and oral maintenance.

If you would like to download free web banners or ads for your own newsletters, you can go to the National Ad Council website, [www.adcouncil.org](http://www.adcouncil.org), and register for the PSA resources. NDI wants to make sure our customers are fully aware of this new campaign and what it may mean in creating a greater awareness of oral health. Don't miss the opportunity to embrace the important work your national organization has done in getting this issue in front of your patients at a whole new level.



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Visit their website for more information:  
[www.2min2x.org](http://www.2min2x.org)

