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**Give the gift of a healthy smile this holiday season
with tips from the Wisconsin Dental Association**



WEST ALLIS, Wis. – This holiday season, the Wisconsin Dental Association (WDA) wants to help Badger state residents give the gift of a healthy smile.

“While it’s not something you might immediately think of, there are a lot of fun ways to incorporate oral health into your holiday gift-giving,” said WDA President **Dr. Tom Reid**, a general dentist in Madison. “From brushes that engage the latest ‘smart’ technology to fun flosses and tooth-friendly treats, you can help your loved ones protect their smiles all year long.”

Dr. Reid and the WDA suggest adding these oral health options to your seasonal shopping list:

- **“Smartbrush” options for adults and children.** The hum by Colgate® toothbrush comes in both kid and adult versions. The battery-powered smartbrush can be paired with an app to encourage proper brushing techniques while also making brushing fun. The children’s app features a section where parents can check kids’ progress and see if they’ve missed any spots. The Bitvae Smart Ultrasonic Whitening Electric Toothbrush – which carries the [American Dental Association Seal of Acceptance](#) – helps you customize your brushing experience to your needs. The “smart” mode allows you to choose between nine levels of brushing intensity in conjunction with a free Smart App.
- Traditional **electric toothbrushes** provide a deep clean, and you can find them in a variety of colors, styles and price points. Powered brushes are more effective at removing plaque than manual brushes. When choosing an electric toothbrush, make

sure you select one that engages moving bristles, not just a brush handles that buzzes!

- **Cordless water flossers** can have several benefits for your oral health. In addition to removing plaque and debris, these tools can reduce gum inflammation and bacteria and add moisture to dry mouths. The cordless option makes this tool even more convenient. Unlike bulkier standard versions that have to sit on a countertop, it's small and portable – you can even use it in the shower.
- Don't forget stocking stuffers when looking for gifts that promote good oral health. **Sugar-free gum** helps clean teeth by increasing saliva production and removing debris in between brushing. Many dentists also recommend **Cocofloss®**, a coconut oil-infused dental floss that comes in fun flavors like apple cinnamon or confetti cake.

"Giving the gift of a health smile is a great way to show someone you care about them – after all, oral health is essential to overall health," Dr. Reid said. "This holiday season give your loved ones a reason to smile!"

For more information on [ADA accepted products](#), finding a dentist and tips on your oral health, visit www.wda.org and www.mouthhealthy.org.

About the Wisconsin Dental Association

The Wisconsin Dental Association, with 3,100 members across the Badger State, is the leading voice for dentistry in Wisconsin. WDA member dentists are committed to promoting professional excellence and quality oral health care. Established in 1870, the WDA is headquartered in West Allis and has a legislative office in Madison. The WDA is affiliated with the American Dental Association - the largest and oldest national dental association in the world. For more information, call 414-276-4520, visit WDA.org and find us on [Facebook](#), [Instagram](#) and [LinkedIn](#).