

# #1 **F**luoride.

Fighting cavities for **over 50 years.**

There has been some false information circulating about fluoride.

This brochure will tell you the facts so you can keep your teeth strong. 😊

**FACT:**  
Water fluoridation reduces cavities by at least **25%** in children and adults.



Community Water Fluoridation. [cdc.gov/fluoridation/index.html](http://cdc.gov/fluoridation/index.html)

## **F**iction

Fluoride is a chemical.

Fluoride is toxic and poisonous.

Fluoride toothpastes cause fluorosis.

Fluoride isn't safe for kids.

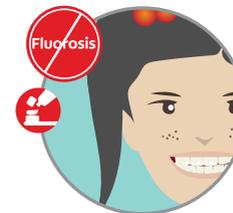
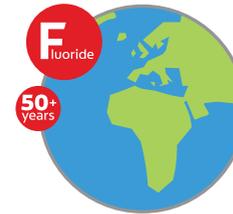
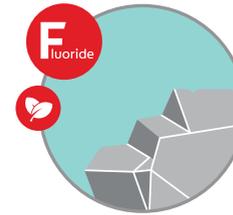
## **F**act

Fluoride is not an artificial chemical. It comes from minerals found in rocks.

Fluoride toothpaste used safely for over 50 years.

The small amount of fluoride that kids swallow while brushing should not lead to fluorosis.

Fluoride is safe for kids. It has been used safely in kids for over 50 years.

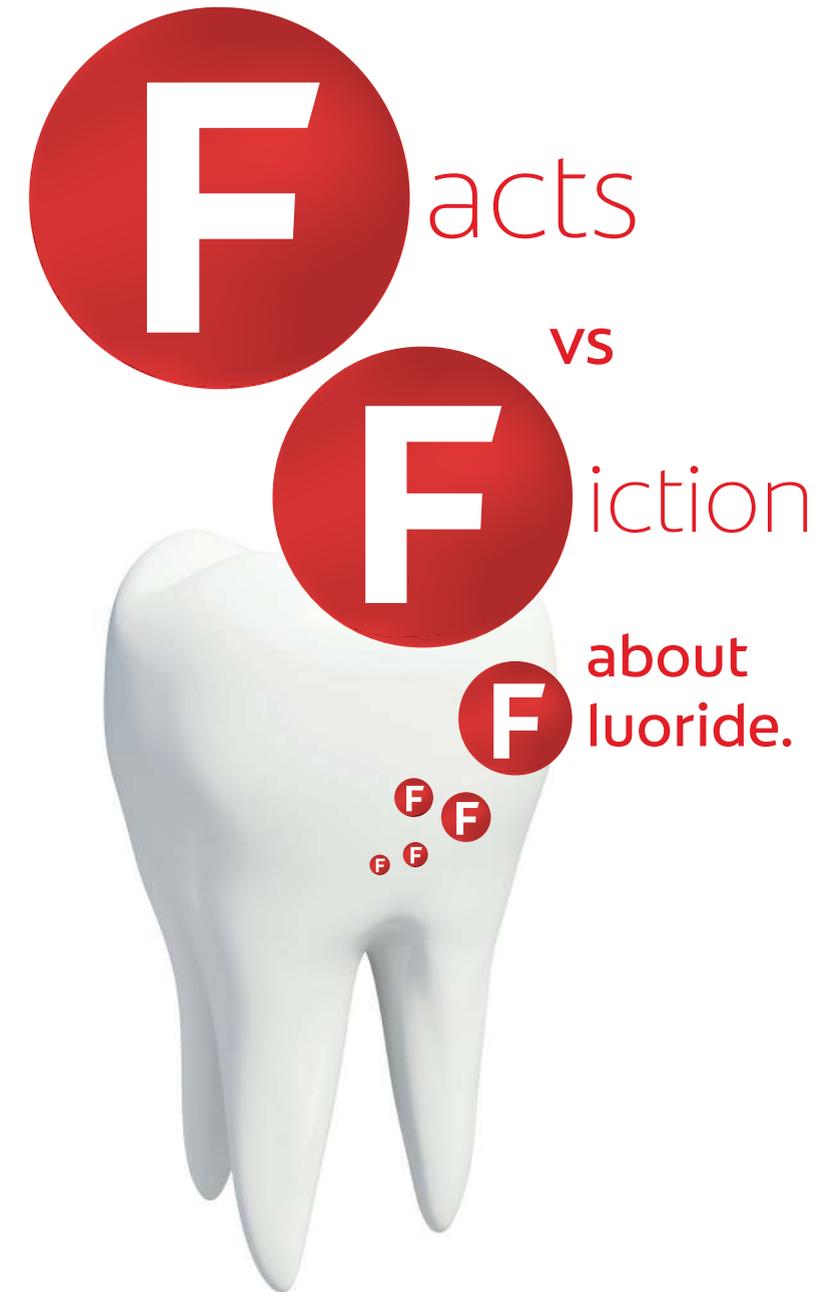


For more information about fluoride, visit [acffglobal.org](http://acffglobal.org)

Brought to you by Colgate®



Stop Caries NOW for a Cavity-Free Future



How to keep your smile healthy and strong

# Why do we need fluoride?

Because everyone is at risk for cavities.

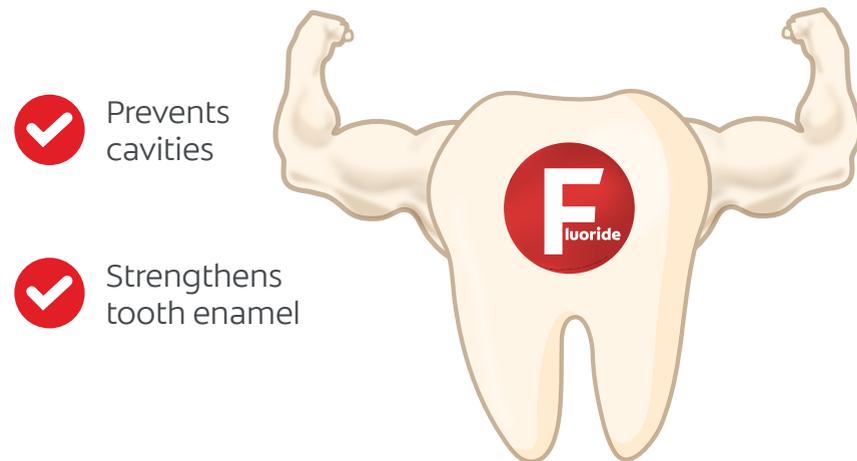
Sugar is in everything we eat, even healthy foods like fruits and vegetables...



...and the bacteria living on our teeth use this sugar to grow and produce acids that attack our teeth which can lead to cavities.



Fluoride fights cavities and protects our teeth.

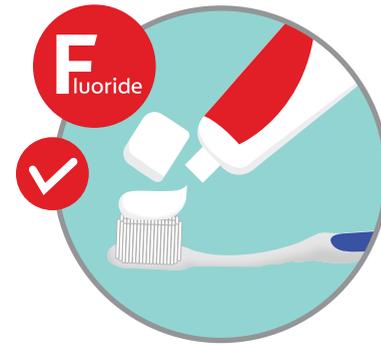


- ✓ Prevents cavities
- ✓ Strengthens tooth enamel

## Fact-based answers to frequently asked questions:

Is fluoride safe?

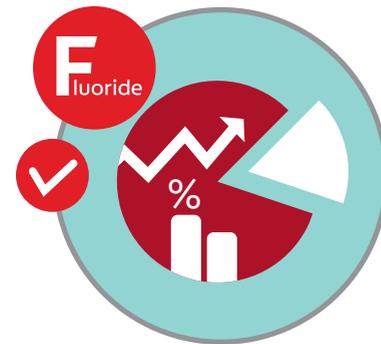
Yes, fluoride has been safely used in children and adults for more than 50 years.



Should I use a fluoride-free toothpaste?

No, not if you want to prevent cavities.

Fluoride toothpastes have the most evidence of fighting cavities in adults and children.



Stop Caries NOW for a Cavity-Free Future

Can my child use a fluoride toothpaste?

Yes, absolutely.

Fluoride toothpaste is recommended to help kids ages 2+ fight cavities.

Children below 6 years of age should be supervised while brushing.



Does fluoride prevent white spots in people with braces?

Yes.

Fluoride strengthens the parts of the teeth that braces cover, which keeps teeth the same color when braces are removed.

