

**Media Contact:**

Marcia Simon

[marcia@mseusa.com](mailto:marcia@mseusa.com)

+1 860 395 7244

### **A Dental Hygienist's 8 Tips For Healthy Halloween Habits**

*Kolibree celebrates National Dental Hygiene Month*

**October 7, 2015 (NEW YORK, NY, USA AND PARIS, FRANCE)** – Halloween and candy go hand in hand. You might say the same about candy and cavities, which is why Kolibree suggests you pay attention to your oral hygiene as we approach Halloween festivities.

“Brush your teeth within 10 minutes of eating sugary sweets if you can,” says dental hygienist Heidi Glastetter, BSDH, MBA, director of dental sales and education for [Kolibree](#). “Brushing helps to get the sugar off your teeth, and also helps neutralize the PH level in your mouth, making that environment less inviting to bacteria that cause decay,” Glastetter added.

Kolibree, the smart oral care company, is the maker of the Kolibree smart sonic toothbrush that connects via Bluetooth to the Kolibree app for iOS and Android devices. The app includes a game for children to motivate them to brush longer and a Coach feature for adults to increase mindfulness about personal oral hygiene.

The average time for brushing is under one minute, according to surveys conducted by Kolibree, although dentists and hygienists recommend brushing for two minutes, twice a day for the most effective protection against tooth decay, plaque buildup and gum disease.

During October's National Dental Hygiene Month, remember that brushing twice a day with regular flossing and attention to healthy foods will help to prevent cavities and gum disease. Oral health, according to the National Institutes for Health, is essential to general health and well-being.

**Here are Dental Hygienist Heidi Glastetter's tips to help prevent cavities this Halloween:**

1. Minimize the amount of hard “sucking” candies that bathe the mouth in sugar for a long period of time. Sticky, chewy candies also create an environment in the mouth that invites bacteria that cause cavities.
2. Brush your teeth within 10 minutes of eating candy. If that's not possible, drink water to help rinse the sugar from your mouth.
3. Choose healthy snacks like apples, or munch on carrots to help remove excess sugar. (Life is short; eat dessert first!)
4. Play fun Halloween games like bobbing for apples. Include non-food prizes like glow-bracelets or movie tickets.
5. Chew sugarless gum. Studies have shown a slight reduction in plaque with use of sugar-free gum after eating. Studies in Finland show evidence that xylitol, a natural sweetener often derived from birch trees, helps lower the risk for cavities.
6. If you are a parent, take care of your own oral hygiene as well as your children's. Bacteria that cause cavities can be transferred from parent to child when, for example, Mom tastes a food before giving to a toddler, or Dad and child drink from the same beverage cup.

7. Brush your teeth for two full minutes, twice a day, which is what most dental professionals recommend. Most people only brush for a minute or less.
8. Start the holiday season with a smarter toothbrush. Learn more at [kolibree.com](http://kolibree.com).

### **About Kolibree**

Kolibree, the smart oral care company, is dedicated to innovation of connected solutions. Kolibree's flagship product, the world's first connected electric toothbrush with 3D motion sensors, uses proprietary technology to create an interactive tooth brushing experience that motivates children and adults, and provides real-time feedback in an effort to improve oral care and prevent tooth decay and gum disease. Kolibree has offices in New York, Paris and Hong Kong. Visit [kolibree.com](http://kolibree.com), [twitter.com/kolibree](https://twitter.com/kolibree), [facebook.com/sharekolibree](https://facebook.com/sharekolibree), [instagram.com/sharekolibree](https://instagram.com/sharekolibree) and [pinterest.com/sharekolibree](https://pinterest.com/sharekolibree).