



Media Contact:

Marcia Simon
marcia@mseusa.com
+1 860 395 7244

New Kolibree Survey Reveals Children's Tooth Brushing Habits
February is National Children's Dental Health Month

February 1, 2016 (NEW YORK, NY) – More than half of all parents struggle to get their kids to brush their teeth. This was among the findings of a new survey by Kolibree, the smart oral care company that turns tooth brushing into a game.

The survey of children's dental health habits was conducted to raise awareness about preventive oral care for National Children's Dental Health Month in February, created as a reminder from the American Dental Association about the importance of preventive oral care for every child.

Kolibree, whose innovative **3D motion sensor toothbrush** can store and share data while teaching proper brushing technique, surveyed 271 parents about their children's habits.

- 74% of surveyed parents believe their children brush their teeth twice a day, which is what dentists recommend. 18% said it's once a day and 2% don't know how often their children brush.
- 60% said their children are **not** brushing for the two full minutes recommended by dentists.
- 31% of parents believe their children should begin to brush their own teeth independently by age 3; 20% think it's age 4, 21% said age 5; 28% said age 6 and older.
- 54% said it is an ongoing struggle to get their children to brush their teeth.
- **80% said their children have access to a smart phone or tablet with 69% of all surveyed parents giving permission for their children to play games on a mobile phone or tablet.**

Kolibree's Bluetooth sonic toothbrush connects to **iOS and Android** smart phones and tablets. Proprietary **technology turns the toothbrush into a game controller**. The better you brush, the higher you score.

Each Kolibree toothbrush allows for up to five users, creating a leaderboard for friendly family competition. The Kolibree app includes *Go Pirate* for children and *Coach* for adults. Four new apps, including **Rabbids by Ubisoft®**, and an orthodontic brush head for braces are scheduled for release in May, 2016.

The Centers for Disease Control and Prevention reports that dental caries (cavities), although largely preventable, "remains the most common chronic disease of children aged 6 to 11 years and adolescents aged 12 to 19. Tooth decay is four times more common than asthma among

adolescents aged 14 to 17. Dental caries also affects adults, with 9 out of 10 over the age of 20 having some degree of tooth-root decay.”

“Teaching good oral hygiene to children at a very young age helps to develop healthy daily habits to reduce the risk of tooth decay and gum disease throughout life. Kolibree is very proud to include this in our mission,” said Kolibree Founder/CEO Thomas Serval.

About Kolibree

Kolibree, the smart oral care company, is dedicated to innovation of connected health solutions. Kolibree’s flagship product, the world’s first connected sonic toothbrush with 3D motion sensors, uses proprietary technology for an interactive and fun teaching experience to improve oral care and oral health for children and adults. Kolibree has offices in New York, Paris and Hong Kong. Visit kolibree.com, twitter.com/kolibree, facebook.com/sharekolibree, instagram.com/sharekolibree and pinterest.com/sharekolibree.