



Following are Daily 4 Posts for use across your offices social media. Please consider using with images approved for use at your office or using graphic options we've provided in the Daily 4 Toolkit "Social Assets" zip file available at adha.org/daily4.

Brushing

1. It's important to start brushing as soon as a baby's first tooth appears, both for oral care and to build healthy habits.
2. 50% of people say a smile is the first thing they notice about a new person. Brushing teeth is essential for keeping them healthy and bright.
3. It's recommended to brush teeth two times a day, for two minutes. Two is the magic number.
4. Tooth brushing reduces biofilm and prevents gingivitis and other oral diseases.
5. For most people, proper brushing technique consists of making small, circular rolling motions. This is the most effective way to use a toothbrush.
6. Even though no one sees them, the backs of teeth are just as important as the front. Be sure to brush them too.

Interdental Cleaning

1. If you don't floss or use another interdental cleaning method, you miss cleaning up to 40% of a tooth's surface.
2. Flossing, or using another interdental cleaning method, properly every day helps prevent the buildup of food particles and biofilm that can lead to tooth decay and gum disease.
3. Most people don't use enough floss when cleaning their teeth. You want a clean segment for each tooth, so you should use approximately 18 inches.
4. Waxed floss can be easier to slide between teeth, but unwaxed floss will squeak against clean teeth so you know plaque has been removed.
5. Proper flossing or use of another interdental cleaning method helps remove food particles and bacteria that cause bad breath.
6. Flossing and using other interdental cleaning methods should not be painful. It may be uncomfortable at first—like starting a new exercise program—but that will ease after a week or so.

Rinsing

1. Teeth only account for less than half the surface area of the mouth. Rinsing with antimicrobial mouthwash helps take care of the rest.
2. Rinsing with antiseptic mouthwash twice a day reduces plaque biofilm buildup and kills oral bacteria that cause disease.
3. Proper rinsing technique involves using an antimicrobial mouthwash and swishing for 30 seconds twice daily.

4. It's important to gargle with antimicrobial mouthwash as well as swishing to keep the back of your mouth and tongue clean and fresh.
5. In addition to reducing biofilm, rinsing with antimicrobial mouthwash can help with mouth ulcers, gingivitis, bad breath, and other oral infections.
6. Mouthwash is not a substitute for brushing or flossing. It's best used in tandem with the other Daily 4. Ask your dental professional which rinse is best for your needs.

Chewing

1. It's no substitute for brushing and flossing, but chewing sugarfree gum for 20 minutes after a meal can help prevent tooth decay.
2. Chewing sugarfree gum after a meal can help clear away food debris that contribute to bad breath.
3. The increased salivary flow from chewing sugarfree gum after a meal helps neutralize the acids produced from breaking down food.
4. Chewing sugarfree gum stimulates the flow of saliva, which can support tooth enamel and prevent tooth decay.
5. Chewing sugarfree gum promotes remineralization, the process of teeth healing themselves.
6. Chewing sugarfree gum has several benefits, ranging from alleviating a dry mouth to preventing tears when cutting onions.

Seasonal

1. The average American eats over three pounds of candy on Halloween. Try doubling up on the Daily 4 to help keep your mouth healthy.
2. Thanksgiving often leads to overeating. Try chewing sugarfree gum after eating to aid with digestion and clear away food debris.
3. Food and drink are often taken to excess during the Holidays. Don't forget your Daily 4 to keep your smile happy and healthy.
4. After the New Year, some of us drink a lot of coffee to get back into the routine. Use the Daily 4 to help prevent any staining.
5. Watch out for Valentine's Day chocolate, which can contribute to tooth decay. Use the Daily 4 to fight back.

Dental Hygienists' Role in Conversation

1. The average American spends approximately 38.5 days brushing his or her teeth over a lifetime. Help patients do it effectively so their time is used well.
2. Many patients cite lack of time as a reason for not flossing. Make sure they know that flossing or alternative interdental cleaning even once or twice a week is better than never.
3. Flossing may not be the right interdental cleaning method for everyone. If patients don't floss, talk to them about alternative interdental cleaning techniques.
4. Many consumers think of gum as candy, so educate them of the scientifically demonstrated benefits of chewing sugarfree gum.
5. Just going through the motions isn't enough. Talk to patients about proper technique when it comes to the Daily 4.
6. Oral care is important for everyone, so make sure to stress its importance to younger patients as well as adults.