

Newborn Dental Health Tips

Upbeat acoustic guitar music plays, with popping cork and party sound effects. Blue text on white background.

ON SCREEN TEXT (in upper left, throughout): Your Baby's Dental Health

ON SCREEN TEXT: Congratulations!

ANNOUNCER: Congratulations on the birth of your baby – this is an exciting time for you and your family.

ON SCREEN ANIMATION: Two people with a baby stroller walk across the screen, while Congratulations text exits ahead of them.

ANNOUNCER: As you take steps during the coming months to help your baby have the best possible start in life, it is important to keep dental health in mind.

ON SCREEN GRAPHIC: Outline of a tooth, dark blue in color.

ON SCREEN TEXT: Tooth decay is the most common chronic childhood disease. Speech problems. Mouth Infections. Damaged adult teeth.

ANNOUNCER: Tooth decay is largely preventable, yet it ranks as the most common chronic disease among children and can lead to speech problems, mouth infections and damaged adult teeth. To help keep up proper oral health for you and your family, here are tips to think about.

ON SCREEN GRAPHIC: Tooth outline turns light blue, inside of tooth outline is a photo of a happy baby who's lips and gums are being cleaned by a caregiver.

ON SCREEN TEXT: Clean your baby's gums with water and a soft cloth.

ANNOUNCER: Starting at birth, clean your baby's gums with water and a soft cloth or disposable tooth and gum wipe.

ON SCREEN GRAPHIC: Inside of tooth outline is a photo of another happy baby who's lips and gums are being cleaned by a caregiver.

ON SCREEN TEXT: Wipe your child's gums, cheeks, lips, and tongue after each feeding.

ANNOUNCER: Even before your baby has teeth, it is important to wipe your child's gums, cheeks, lips, and tongue after each feeding. This will help reduce germs in the mouth.

ON SCREEN GRAPHIC: Inside of tooth outline is a photo of another happy baby who's lips and gums are being cleaned by a male caregiver.

ON SCREEN TEXT: Cleanings are important after breast and bottle feeding, including during the night.

ON SCREEN GRAPHIC: Inside of tooth outline is another photo of a happy baby who's lips and gums are being cleaned by a male caregiver.

ANNOUNCER: Cleanings are important after breastfeeding. That includes during the night, and after drinking other forms of milk, formula or fruit juice.

ON SCREEN ANIMATION: Inside of tooth outline, three baby bottles containing colored liquid zoom into view one at a time.

ON SCREEN TEXT: Don't put your baby to bed with a bottle of milk formula, or sweet liquids.

ANNOUNCER: Never put your baby to bed with a bottle of milk, formula, fruit juice or sweetened liquid.

ON SCREEN ANIMATION: Underneath the three baby bottles grows a greenish liquid, while a large "X" is drawn over the baby bottles.

ANNOUNCER: When these liquids pool in a baby's mouth, they form a sugary film on the teeth, leading to decay and infection.

ON SCREEN TEXT: Only put water in your baby's bottle or sippie cup at night

ON SCREEN GRAPHIC: Baby bottles zoom out of sight, replaced by a closeup photo of a happy baby with water-filled baby bottle.

ANNOUNCER: Only put water in your baby's bottle or sippie cup at night, if needed.

ON SCREEN ANIMATION: Inside of tooth outline, a cup, plate, and spoon zoom into view.

ON SCREEN TEXT: Don't share others' cups, plates, or spoons with your baby.

ANNOUNCER: Parents, family members and caregivers should not share cups, plates, or spoons with your baby. This can pass along cavity-causing germs and put your baby in danger for future tooth decay.

ON SCREEN ANIMATION: An "X" is drawn over the cup, plate, and spoon. Those three utensils then zoom out of view, the "X" fades away, and inside the tooth outline is a calendar. A checkmark is drawn in the middle of the calendar.

ON SCREEN TEXT: When your baby's first tooth appears, schedule a dental visit.

ANNOUNCER: Once your baby's first tooth appears – usually between 6 to 12 months – schedule their first dental visit. This visit can find potential dental health issues and help prevent future problems.

ON SCREEN GRAPHIC: Inside the tooth outline is a photo of a sleeping baby being held by a female caregiver, who is dialing her cellphone.

ANNOUNCER: Dental checkups should be scheduled twice a year from then on.

ON SCREEN GRAPHIC: Inside the tooth outline appears a photo of a happy baby whose teeth are being checked by a dentist, while smiling mom or female caregiver help to hold the baby. The photo fades to white, while a cartoon paint brush gently paints the tooth with fluoride varnish.

ON SCREEN TEXT: Ask your dentist about a fluoride varnish.

ANNOUNCER: Check with your dentist or primary care physician about a fluoride varnish, which can help strengthen teeth and reduce decay.

ON SCREEN ANIMATION: The tooth outline glows briefly, then returns to a dark blue color. A toothbrush appears at the top of the tooth and begins brushing, while bubbles escape from the brushing area.

ON SCREEN TEXT: Care for your own teeth, too. Brush, floss, and get cleanings twice per year.

ANNOUNCER: It's also important that you keep good oral health habits yourself, including twice-daily brushing with a fluoride toothpaste, consistent flossing and dental cleanings twice per year.

ON SCREEN GRAPHIC: Tooth outline fades, while four photos of happy parents with babies zoom in from either side.

ANNOUNCER: This is an amazing moment for you, your baby and your family. By following these tips, you can help encourage a sparkling smile for your little one and promote good oral health for you and your family.

ON SCREEN GRAPHIC: Photos move to the center of the screen and "merge" getting brighter until the screen is completely white. "Your Baby's Dental Health" text (in upper left) fades, with final image showing a white background with UnitedHealthcare® logo.

ANNOUNCER: This has been a message from UnitedHealthcare®.