

NEWS RELEASE



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FOR IMMEDIATE RELEASE

America's ToothFairy and Kolibree Offer Smart Toothbrush Sampling Opportunity for Dental Practices to Improve Dental Health

(Charlotte, NC – November 21, 2016) – America's ToothFairy: National Children's Oral Health Foundation and Kolibree invite U.S.-based dental practices to participate in a special opportunity to test the world's first connected sonic toothbrush with 3-D motion sensors. The toothbrush, developed by French oral care company, Kolibree, collects precise, real-time data to improve users' oral health using an interactive smartphone app.

Each participating dental practice will receive, at no cost, 10 Kolibree toothbrushes, valued at \$149 each. One or two units will be to test and display at their practice, with the remainder distributed to selected patients. Participating patients must have the ability to make full use of the Kolibree app and features, and agree to use the brush with the application twice a day for 30 days.

Practices interested in participating can apply at <http://bit.ly/2fNEQTK>. The free opportunity is open to 150 practices on a first-come, first-served basis.

The Kolibree app (free on App Store or Google Play) includes an interactive, educational game called Go Pirate!, which teaches children to brush all areas of their mouth thoroughly. As children progress in brushing regularity and proficiency, badges and points are earned, rewarding children for improving their oral health. "My son gets excited about brushing his teeth and will remind me that it's time to brush. This is simply amazing!" said Lorine, a mom using Kolibree.

Kolibree is making it possible for children and youth involved with America's ToothFairy to also join in the fun. Between now and the end of January, 2017, 200 Kolibree toothbrushes will be distributed as rewards for youth leaders participating in the #MySmileMatters Youth Movement and contest winners from the America's ToothFairy Kids Club. Learn more at www.AmericasToothFairy.org.

About Kolibree

Kolibree, the smart oral care company, is dedicated to innovation of connected health solutions. The world's first connected sonic toothbrush with 3-D motion sensors, Kolibree uses proprietary technology for an interactive tooth brushing experience for children and adults, and provides real-time feedback and data capture for improved oral care. 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.

About America's ToothFairy: National Children's Oral Health Foundation®

America's ToothFairy: National Children's Oral Health Foundation is dedicated to raising awareness of one of the most prevalent chronic childhood illnesses: pediatric dental disease, facilitating the delivery of comprehensive oral health services and improving quality of life for underserved children. Through the #MySmileMatters Youth Movement, collaborative partnerships with a diverse array of national service organizations, growing network of non-profit clinical partners, dedicated professional and student volunteers, and suite of high-impact community education and service programs, America's ToothFairy is building a powerful, united effort to eliminate tooth decay and protect the smiles of our most vulnerable children. For more information, visit www.AmericasToothFairy.org.

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