

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Crest and Oral-B Join America's ToothFairy to Help End Childhood Tooth Decay

(Charlotte, NC, December 9, 2021) America's ToothFairy is pleased to announce that Crest and Oral-B have pledged to support the nonprofit's mission to improve access to dental care and preventive services for children living in underprivileged communities. Since 2006 the organization has helped more than 8 million children have healthier smiles by providing resources to safety-net dental clinics and community organizations delivering preventive services and oral health education to children with restricted access to dental care.

To celebrate the partnership, Crest and Oral-B invited Santa to an America's ToothFairy program member, FirstHealth Dental Clinic in Southern Pines, NC. Santa delivered Kid's Crest Cavity Protection Sparkle Fun Toothpaste, Oral-B Kids Electric Toothbrushes, fun oral health educational materials, and a toy for each child in attendance. FirstHealth also received a generous product donation from Crest and Oral-B and a ToothFairy Grant to expand services to more children in need.

"Prevention and happy smiles go hand in hand," said Dr. Sharon Nicholson Harrell, Director of Dental Care, and Chief Diversity Officer of FirstHealth of the Carolinas. "These donations will go a long way to ensure our young patients can practice good home care and prevent tooth decay that can affect their ability to learn and thrive. We are so grateful to be a program member of America's ToothFairy and be connected with generous sponsors including Crest and Oral-B."

"We are thrilled to partner with Crest and Oral-B throughout the coming year," America's ToothFairy Executive Director, Jill Malmgren remarked. "They are so enthusiastic about helping us highlight the importance of healthy dental hygiene habits, the disparities that exist in underserved communities, and how Americans can get involved to make a lasting impact on the health of our nation's kids. We have several exciting projects planned within the coming months."

In addition to their Corporate Underwriter sponsorship, Crest and Oral-B will serve as Title Sponsors for Smile Drive, a program of America's ToothFairy that mobilizes volunteers across the country to collect dental hygiene supplies for families in need. Learn more at SmileDrive.org.

About Crest

A trusted leader in oral health, Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since first introducing fluoride toothpaste 65 years ago, it is estimated that Crest has helped prevent countless cavities in the United States.

About Oral-B

Oral-B is the worldwide leader in the over \$5 billion brushing market. Part of the Procter & Gamble Company, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always, Ambi Pur, Ariel, Bounty, Charmin, Crest, Dawn, Downy, Fairy, Febreze, Gain, Gillette, Head & Shoulders, Lenor, Olay, Oral-B, Pampers, Pantene, SKII, Tide, Vicks, and Whisper. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

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

As a resource provider, America's ToothFairy increases access to oral health care by supporting nonprofit clinics and community partners delivering education, prevention and treatment services for underserved children. Since its inception in 2006, America's ToothFairy has distributed more than \$23 million in donated products, educational materials and financial grants to improve oral health outcomes for children and youth in need. For more information, visit AmericasToothFairy.org.



Photo Caption: America's ToothFairy Executive Director Jill Malmgren (left) presents Dr. Sharon Nicholson Harrell and Jenifir Bruno, M.D., of FirstHealth of the Carolinas with a Crest ToothFairy grant to help expand access to dental care and preventive services for children in rural North Carolina. The presentation kicked off a series of grants sponsored by Crest and Oral-B as part of their corporate underwriter support of America's ToothFairy.