



World Oral  
Health Day  
20 March



# BE PROUD OF YOUR MOUTH

ACTION TOOLKIT FOR INDIVIDUALS,  
WORKPLACES AND COMMUNITY GROUPS



GET INVOLVED ON 20 MARCH  
[worldoralhealthday.org](http://worldoralhealthday.org)

@worldoralhealthday #MouthProud #WOHD23

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# World Oral Health Day

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On the 20 March every year, people around the globe unite to put the spotlight on the immense burden caused by oral diseases and the actions that can be taken to prevent and control them.

It is essential to maintain a healthy mouth at all ages because it is a vital part of overall health and well-being, and plays a big part in everyday life: enjoying a meal, talking to a neighbour, laughing with family and friends, singing for fun, kissing loved ones, feeling your best... In other words, poor oral health affects everyday functions that we might otherwise take for granted, and although oral diseases are largely preventable, the number of people impacted by them remains unacceptably high. It is estimated that oral diseases affect nearly 3.5 billion people.

World Oral Health Day (WOHD) is an opportunity to empower people to secure good oral health and, therefore, a better quality of life not only for themselves, but for family, friends, patients and communities.

FDI World Dental Federation spearheads WOHD to bring together the world of dentistry and achieve optimal oral health for everyone.

## General public

We want people to make the best decisions for their mouths and encourage them to: practice a good oral hygiene routine, visit the dentist regularly, eat a balanced, low-sugar diet, avoid tobacco and limit alcohol consumption.

## Health professionals

We want oral health professionals and the wider healthcare community to use WOHD to amplify what they are doing already: engage and educate the populations they serve.

## Schools and youth groups

We want teachers to integrate oral health into lessons and help empower children to practice healthy behaviours, now and in the future.

## Governments and policymakers

We want decision makers to champion better oral health for all, and to drive sustainable change and progress.

A toolkit has been developed to coordinate global efforts; we value your help and commitment to create an oral disease-free world. Get involved in any way you can to spread the campaign message:

**BE PROUD OF YOUR MOUTH.**

# Campaign theme

World Oral Health Day 2023 marks the final year of the 3-year **BE PROUD OF YOUR MOUTH** campaign. It is an empowering call-to-action urging people to value and take care of their oral health.

Since launching the campaign theme back in 2021, we have sought to inspire lasting and positive change by educating people on the vital role a healthy mouth plays in our lives.

**2021** focused on the fundamental importance of oral health to overall health.

**2022** focused on how oral health is needed for happiness and well-being.

**2023 focuses on the importance of caring for your mouth at every stage of life and calls upon people to: LOOK AFTER YOUR ORAL HEALTH FOR A LIFETIME OF SMILES.**

The campaign visuals bring together families, friends, patients and communities, of all ages, to celebrate their mouths in a photo booth moment, and to capture and frame a lifetime of smiles.



# Campaign key messages

No matter what age you are, caring for your mouth and looking after your oral health is important.

## Oral health for babies and toddlers

### FACT

Babies communicate through sounds, smiles and facial expressions, and their mouth is connected to all these new and exciting moments.



It is important to start protecting a child's mouth as soon as they are born.

- Gently wipe the gums with a clean, moist gauze pad or washcloth at least twice a day, especially after feedings and before bedtime.
- Breastfeed, where possible, and ensure feeding bottles are not filled with sugary drinks, fruit juices or sugared milk/water.
- Avoid letting babies sleep with a feeding bottle in their mouths and don't allow suckling on the breast or bottle in between meals.
- Begin regular visits to the dentist as soon as the first tooth erupts.
- Start brushing twice a day with a smear (size of a grain of rice) of fluoride toothpaste.
- Wean your child off their pacifier by the time they turn 2½ years old.

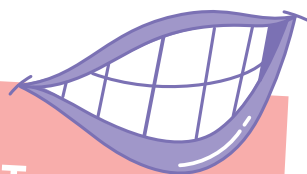
## Oral health for children and teens

It's never too early to establish good oral health habits and it's up to parents/caregivers to lead the way.

- Supervise twice-daily brushing with a fluoride toothpaste until they can brush properly themselves. Children between the ages of 3 and 6 should use a pea-sized amount of fluoride toothpaste.
- Visit the dentist regularly to check teeth are growing correctly.
- Encourage healthy food options and avoid sugary snacks and drinks.
- Protect teeth during contact sports by ensuring the child wears a mouthguard.

### FACT

Children's primary teeth play a vital role in how they nourish themselves, develop new tastes, learn to speak, and grow.





# Campaign key messages (cont.)

## Oral health for adults

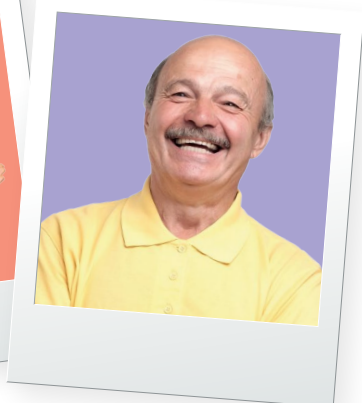


### FACT

A healthy mouth is a healthier you. Moreover, your mouth plays a big part in everyday life: enjoying a meal, talking to a neighbour, laughing with family and friends...

Every day, we use our mouth in many different ways, and a healthy mouth can make our life significantly more enjoyable.

- Practice a good oral hygiene routine, which includes brushing for two minutes, twice a day, with a fluoride toothpaste.
- Visit the dentist for regular check-ups and dental cleanings.
- Eat a well-balanced diet that is low in sugar and high in fruit and vegetables.
- Avoid all forms of tobacco, including chewing of areca nuts.
- Limit alcohol consumption.
- Use protective equipment, such as a mouthguard, when doing contact sports and travelling on bicycles to reduce the risk of injuries.



## Oral health for seniors

By understanding the oral health risks associated with ageing and taking preventive action, you can continue to enjoy life to its full.

Good oral hygiene, adequate nutrition, and regular visits to your dentist will help you:

- avoid pain and infections;
- avoid falls;
- enjoy healthy and diverse foods;
- avoid dry mouth.

### FACT

Good oral health will help you stay healthy, maintain your quality of life, and preserve your independence.



## Oral health should be possible for everyone

Oral health is a basic human right. Major inequalities in oral health exist, both within and between countries. Universal Health Coverage (UHC) — which means that every person, everywhere has access to the health services they need without the risk of financial hardship when paying for them — cannot be achieved overnight. However, WOHD is an opportunity to persuade our governments to do more. By 2030, we want essential oral health services to be integrated into healthcare in every country and appropriate quality oral healthcare to be available, accessible, and affordable for all.

# Campaign materials

Use the campaign materials to support your WOHD activities and events; most are available in English, French and Spanish. All assets are free to download and use, and with a wide range on offer, you can get involved in a way that best suits you.

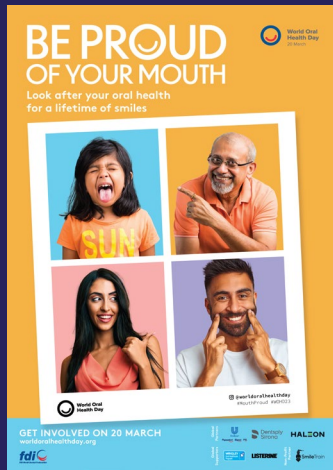
**The campaign materials can be downloaded from:**

[worldoralhealthday.org/resources](http://worldoralhealthday.org/resources)

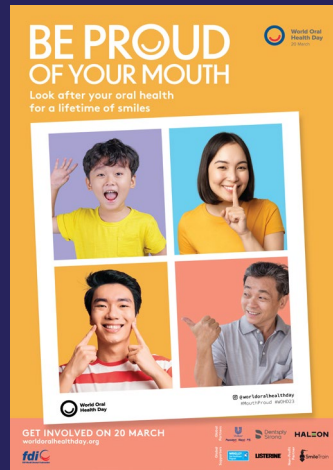
New resources are added throughout the campaign, so check back regularly to access all the materials listed in the table below.

Campaign posters	<ul style="list-style-type: none"><li>• Posters to suit different audiences and settings</li></ul>
Oral health information	<ul style="list-style-type: none"><li>• Fact sheets</li><li>• Key message cards</li></ul>
Event templates	<ul style="list-style-type: none"><li>• Customizable event posters</li><li>• Customizable invites</li></ul>
Frame fun	<ul style="list-style-type: none"><li>• Children's colouring sheets</li><li>• Make your own campaign frames</li></ul>
Digital and social media	<ul style="list-style-type: none"><li>• Campaign video</li><li>• Custom polaroids</li><li>• WOHD profile covers</li><li>• Social media templates and gifs</li><li>• Social media filters</li></ul>
Action toolkits	<p>There is a toolkit for everyone:</p> <ul style="list-style-type: none"><li>• Individuals, workplaces and community groups</li><li>• Schools and youth groups</li><li>• Oral health professionals and the wider healthcare community</li><li>• Governments and policymakers</li></ul>
Media tools	<ul style="list-style-type: none"><li>• Advertisements</li></ul>
WOHD logo	<ul style="list-style-type: none"><li>• A multilingual logo</li></ul>

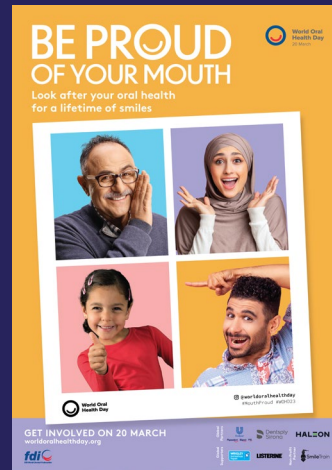
# Campaign posters



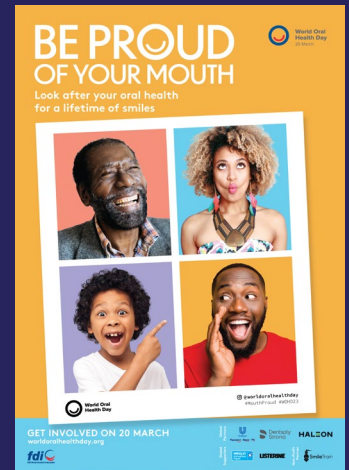
Family Poster 1



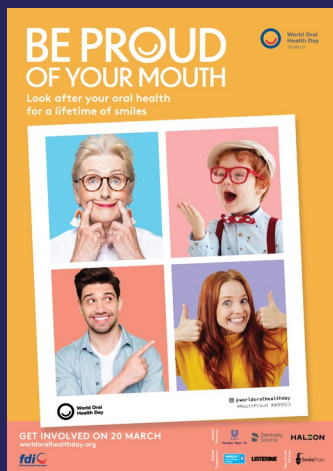
Family Poster 2



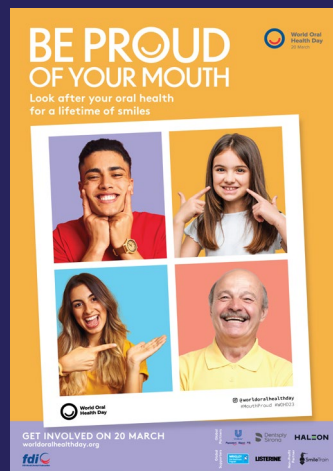
Family Poster 3



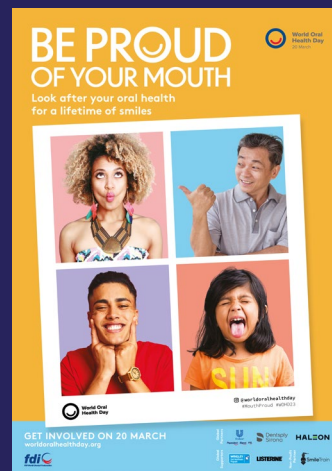
Family Poster 4



Family Poster 5



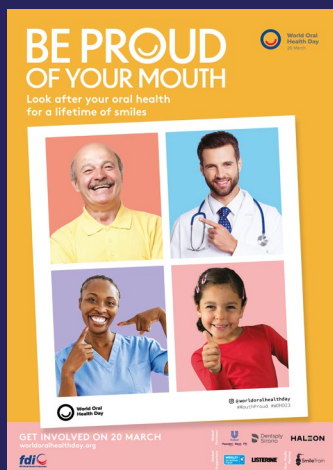
Family Poster 6



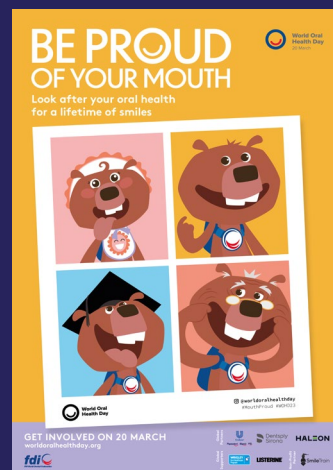
Community Poster 1



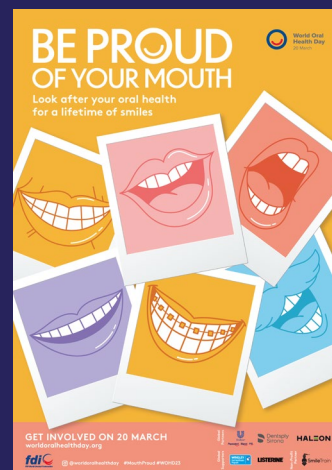
Community Poster 2



Dentist Poster



Toothie Poster



Graphic Poster

## Display and distribute the posters

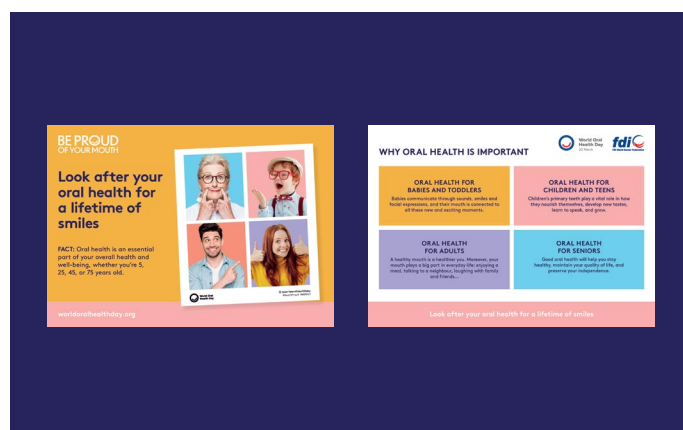
- **The family and community posters** bring people of all ages together to promote the importance of oral health throughout life.
- **The dentist poster** brings patients and dentists together to promote the importance of regular dental check-ups.
- **The Toothie poster** shows our popular, child-friendly mascot throughout its lifetime – from an infant to now, and then into the future – to promote oral health to children.
- **The graphic poster** offers another way to promote how oral health contributes to a lifetime of smiles.

# Oral health information



## Fact sheets

Most oral health conditions are largely preventable and can be treated in their early stages. Learn and share the facts about how to maintain a healthy smile throughout life.



## Key message cards

These information cards make good event handouts. Use them to communicate key oral health messages in a bite-sized way.

# Event templates



## Customizable event posters and invites

Once you have planned your WOHD activities and events, use the customizable event posters and invites to tell everyone what you are doing and to encourage them to get involved. As well as publicizing your activities, you could use the posters as signage on the day.



# Fun frames



## Children's colouring sheets

It's never too early to establish good oral health habits. Engage children in creative ways to make oral care fun.



## Make your own campaign frames

The campaign frames are a symbol to celebrate WOHD and raise awareness of why it is important to Be Proud of Your Mouth. Make your own to create stand out activities and events.

# Digital and social media



## Campaign video

What does your mouth mean to you? Hear what it means to a group of people in our short, fun campaign video, and inspire others to look after their oral health by showing and sharing it: [youtube.com/fdiworlddental](https://youtube.com/fdiworlddental)



## Custom polaroids

Create your own personalized posters or social media cards quickly and easily online. Share them on our #MouthProud wall and directly to social media at: [worldoralhealthday.org/custom-polaroids](https://worldoralhealthday.org/custom-polaroids)

# Digital and social media (cont.)



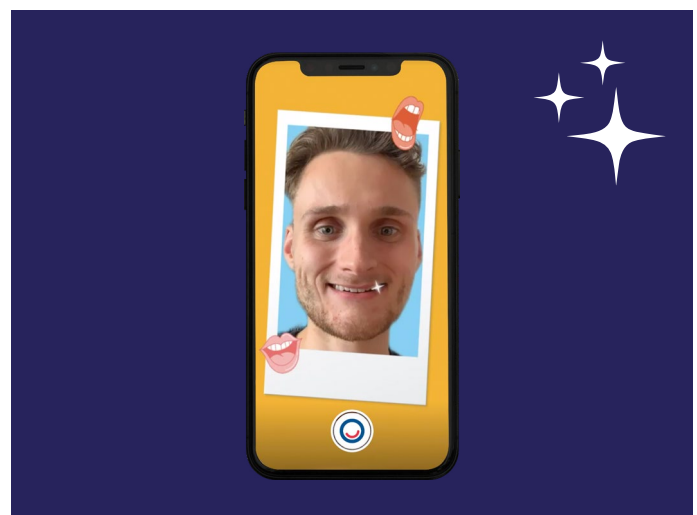
## WOHD profile covers

One of the easiest ways to promote WOHD on social media is through your cover photos, which occupy a huge amount of valuable space. Update yours with the campaign covers in the build-up to WOHD.



## Social media tiles and gifs

The toolkit includes an assortment of content to engage your social networks, from facts and figures around oral health, to posts about how and why you need to look after it. Use them to engage in conversations, and turn those conversations into action.



## Social media filters

Filters are fun and shareable, and our polaroid frame offers a perfect selfie moment. Visit the WOHD Instagram page and click the filter icon (three stars) to find and use it. It's available on our Facebook page too.

@worldoralhealthday

facebook.com/FDIWorldDentalFederation

# Action toolkits



## Get involved on 20 March

There is a toolkit to suit everybody with tailor-made ideas to inspire participation in WOHD. Everyone's actions, big and small, will help to keep us moving towards our collective goal: better oral health for all.

# Media tools



## Advertisements

The advertisements offer another way to promote this year's campaign. Hang them up, hand them out, circulate them online, or distribute them in any way you can to spread the campaign message and get people involved.

# WOHD logo



## A multilingual logo

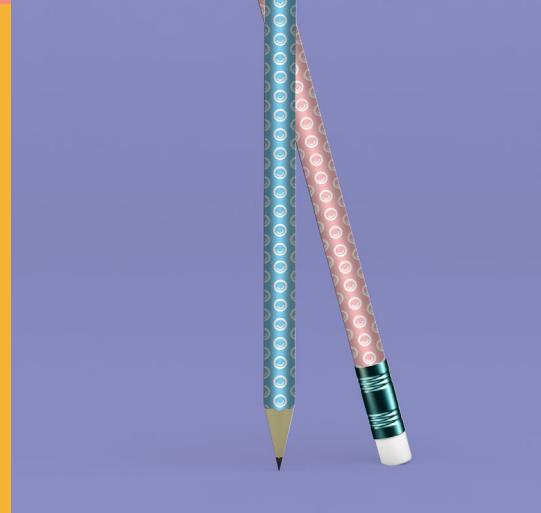
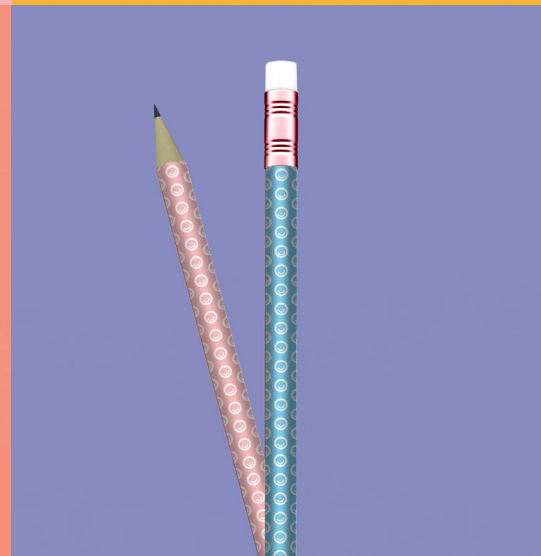
Unify your efforts with the rest of the world by using the logo in all your WOHD communication materials. It is available in 39 languages at: [worldoralhealthday.org/resources](http://worldoralhealthday.org/resources)

The WOHD logo can only be used to raise oral health awareness and cannot be used in connection with the endorsement or sale of products, and promotion of a company.



# Campaign merchandise

Branded merchandise and event giveaways can be a memorable way to promote messages, capture attention and leave a lasting impression. Whether you want to decorate your office or dental practices, engage people at events or catch the attention of passers-by, consider incorporating some branded merchandise to ensure your WOHD events and activities are noticed.



If you would like to create your own merchandise, contact us at: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)

# Ideas to inspire action

Let's come together on a global scale to raise awareness, improve oral health knowledge, and encourage people to take action.  
The reward: a lifetime of smiles for everyone.

## Decorate to celebrate

Show that you are getting involved by using the campaign materials throughout your home, workplace, and group meeting places.

- Display the campaign posters.
- Create personalized posters on the WOHD website and hang those up.
- Hand out or display the WOHD fact sheets and key message cards, as well as the colouring sheets for children.
- Make campaign frames to stand out.
- Use other celebratory touches, such as balloons, bunting and banners.

## Know the facts

WOHD aims to empower people with the knowledge, tools and confidence to secure good oral health.

Read the fact sheets to learn about:

- good oral hygiene;
- foods and drinks to avoid and why;
- how to care for a child's mouth;
- the risk factors for oral health;
- the importance of oral health at every age.



## Involve children in WOHD

Globally, 520 million children suffer from tooth decay in their primary teeth; act to safeguard children's oral health, both now and for the future.

- Display the Toothie poster to get your child's attention.
- Talk about the importance of a healthy mouth.
- Read the Toothie fact sheet together.
- Print out the colouring sheets to make oral care fun.
- Use the learning activities in Mouth Heroes for Schools, FDI's year-round teaching resource for children aged 5-9 years: [fdiworldddental.org/mouth-heroes-schools](http://fdiworldddental.org/mouth-heroes-schools)
- Share the Action toolkit for schools with your child's school to encourage its involvement in WOHD.

## Run an event

Your actions – big or small – will help to keep us moving towards our goal: better oral and overall health for all.

- Invite a dentist to your workplace or community group.
- Organize free dental check-ups for employees.
- Host something, e.g. a healthy breakfast club, coffee/tea morning, or special lunch.
- Hold oral hygiene workshops to demonstrate how to brush and floss properly.
- Run a fun, photo booth type activity.
- Get people talking about their mouth and what it means to them.

# Ideas to inspire action (cont.)



## Help communities by fundraising

Use WOHD as a platform to fundraise for oral health causes.

- Decide who the fundraiser is for, e.g. to deliver oral healthcare to the underserved.
- Plan something that has worked in the past or try something new.
- Hold, for example, a Be Proud of Your Mouth...
  - smile-a-thon, e.g. gather people together for a smiling fundraiser;
  - fun run or walk, e.g. smile for a mile;
  - intergenerational dinner and dance;
  - healthy bake sale or tea/coffee morning.
- Get noticed: for example, wear branded T-shirts, drink from branded mugs, and make campaign frames using the templates provided.



## Use your website

Feature WOHD on your website to build awareness and interest in the campaign.

- Share the campaign video. Or why not be inspired and recreate your own version? Remember to share it with us.
- Show the campaign posters and materials.
- Drive traffic to the Custom polaroid tool: [worldoralhealthday.org/custom-polaroids](http://worldoralhealthday.org/custom-polaroids) It's a fun and easy way for people to join the movement.
- Blog about WOHD: share the campaign messages and resources, and highlight why our individual and collective actions matter.
- Direct people to the Action toolkits and encourage them to get involved on 20 March.

## Be social to spread the word

Leverage the power of social media for WOHD.

- Start conversations by circulating the ready-made social media tiles and gifs.
- Tag posts using the campaign hashtags so others can find and join the conversation. **#MouthProud #WOHD23**
- Get people's attention by posting the campaign video: [youtube.com/fdiworldldental](https://youtube.com/fdiworldldental)
- Update social media covers with the WOHD campaign covers.
- Enlist the support of popular social media influencers to drive exposure.
- Create campaign posters at: [worldoralhealthday.org/custom-polaroids](http://worldoralhealthday.org/custom-polaroids)
- Use the filters to take selfies: post, share, and create Stories.
- Take part in our **#MouthProudChallenge** (see page 17)

# Social media posts to get you started

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Get ready for #WorldOralHealthDay 2023! This year's campaign is urging everyone to BE PROUD OF YOUR MOUTH in return for a lifetime of smiles. Discover the 2023 resources and all the different ways you can get involved to help keep people smiling throughout their lives.

[worldoralhealthday.org](https://worldoralhealthday.org)  
#MouthProud #WOHD23

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You should never delay looking after your #mouth. Good #OralHealth is an essential part of overall health and well being, whether you're 5, 25, 45, or 75 years old. The good news is most oral health conditions can be prevented, or treated in their early stages. Spread the word this #WorldOralHealthDay

[worldoralhealthday.org](https://worldoralhealthday.org)  
#MouthProud #WOHD23

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(1) Stay healthy (2) Maintain your quality of life (3) Preserve your independence. Three reasons why it is important to Be Proud of Your Mouth and look after your #OralHealth. Take action this #WorldOralHealthDay to help friends, families and communities enjoy healthy smiles that last a lifetime.

[worldoralhealthday.org](https://worldoralhealthday.org)  
#MouthProud #WOHD23

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#ToothDecay is preventable. Tooth decay is preventable. Help share this message over and over again this #WorldOralHealthDay because tooth decay causes needless pain and suffering.

[worldoralhealthday.org](https://worldoralhealthday.org)  
#MouthProud #WOHD23

#WorldOralHealthDay provides a platform to change the lives of people everywhere. Get involved by raising awareness about how to Be Proud of Your Mouth at every age: brushing twice a day, using a fluoride toothpaste, visiting the #dentist, cutting down on sugary treats... See the campaign resources.

[worldoralhealthday.org](https://worldoralhealthday.org)  
#MouthProud #WOHD23

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The message this #WorldOralHealthDay is: "Look after your #OralHealth for a lifetime of smiles," because no matter what age you are, caring for your mouth and looking after your oral health is vital — vital for your health, vital for your happiness. What will you do this #WOHD?

[worldoralhealthday.org](https://worldoralhealthday.org)  
#MouthProud #WOHD23

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Do you think everyone deserves an equal chance to a healthy, happy and fulfilling life? Yes? Then this #WorldOralHealthDay, let's persuade our governments to do more so that every person, everywhere, has access to affordable and quality #OralHealthcare.

[worldoralhealthday.org](https://worldoralhealthday.org)  
#MouthProud #WOHD23

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A healthy mouth can make life considerably more enjoyable. However, the number of people affected by #OralDiseases remains unacceptably high; as high as 3.5 billion people worldwide! Take action this #WorldOralHealthDay to help create a happier, healthier, oral disease-free world.

[worldoralhealthday.org](https://worldoralhealthday.org)  
#MouthProud #WOHD23



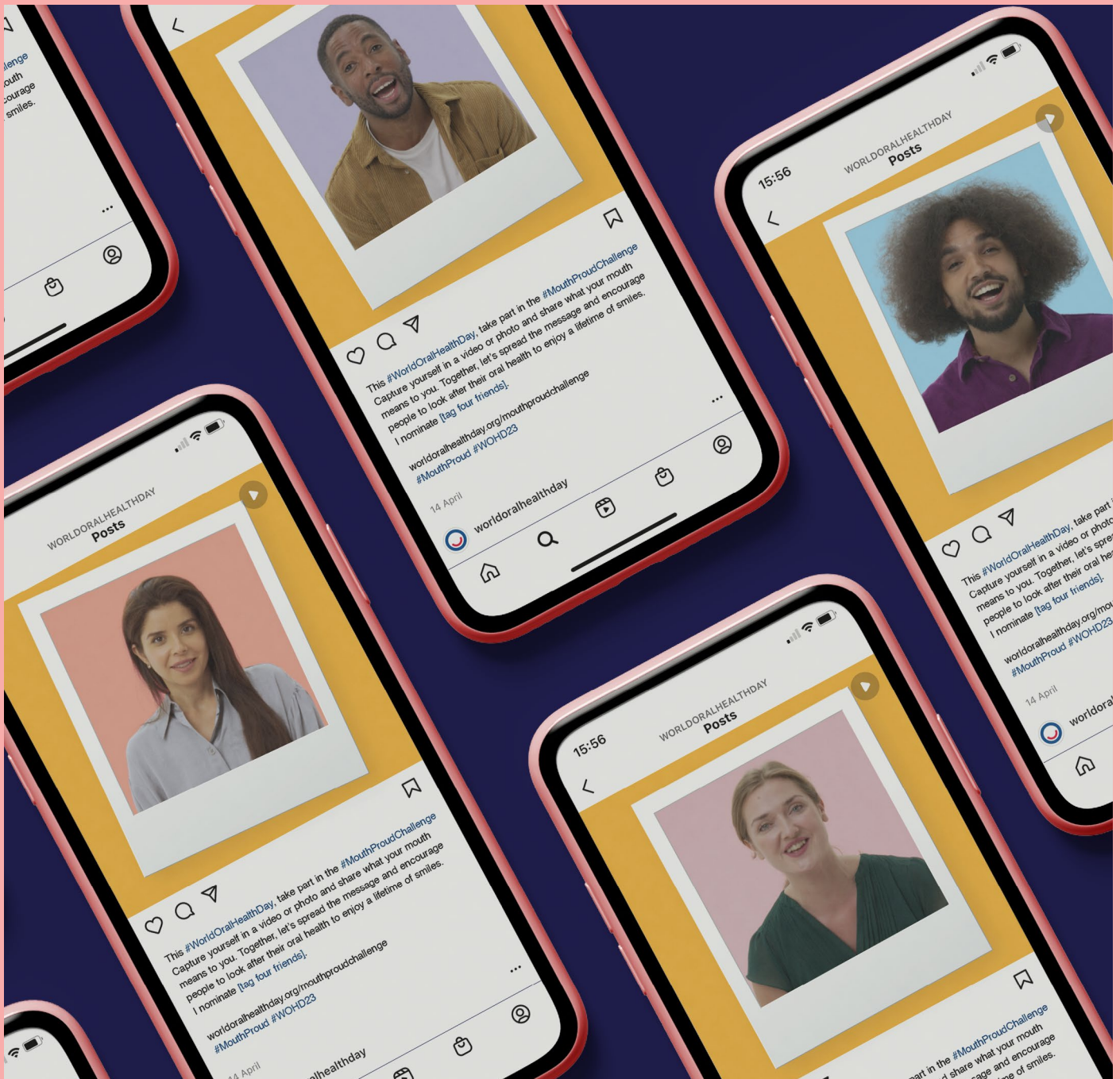
# Be part of the #MouthProudChallenge

**Mouths play a big part in everyday life:** enjoying a meal, talking to a neighbour, laughing with family and friends, singing for fun, kissing loved ones, feeling your best...

**Post a video or photo of yourself** using our [online polaroid tool](#) or [Instagram](#) and [Facebook filters](#), and tell others why your mouth is important to you.

**Nominate** four friends to do the same!

**Use this post** to kick things off, or write your own...



# Put yourself on the map

Tell us and others what you are planning to do and then, please feedback on how it went. Outstanding efforts will be recognized through the World Oral Health Day Awards.



## Map of activities

The global map of activities captures everything taking place around the world. Submit your activity or event on the map at:

[worldoralhealthday.org/map-activities](http://worldoralhealthday.org/map-activities)

Your plans will help to inspire others around the world. You can also search for WOHD activities happening near you and join the action.

## Tell us about your efforts in your activity report

After 20 March, FDI headquarters will send you a link to complete your WOHD report. Your feedback is really important and enables us to:

- tally the global impact of the campaign;
- make improvements in the future;
- celebrate the most impactful campaigns through the WOHD Awards.

## Win a World Oral Health Day Award

All the hard work will have been completed, so don't miss the chance to get recognized for it. This is what happens:

- You submit your activity report after 20 March.
- Campaigns are shortlisted and voted on by the WOHD Task Team, a group of oral health experts guiding and supervising WOHD.
- A winner is selected for each Award category (see the next section).
- Winners are informed, usually sometime in May.

# Enter the World Oral Health Day Awards

## Open to oral health professionals and the wider healthcare community

(non-FDI members)

### Best campaign by a dental practice or other healthcare setting

#### Award overview

Recognizes campaigns that reach out to local communities and educate them about the importance of oral and overall health.

#### Award criteria

- Number and variety of activities and their reach, i.e. number of participants
- Display and distribution of WOHD materials
- Social media messaging and engagement
- External collaboration, e.g. cross-sector, national association, schools

## Open to the general public\*

(non-FDI members)

### Best branded photo

#### Award overview

Celebrates the best use of the WOHD brand in a single snapshot, while engaging and inspiring others to look after their oral health.

#### Award criteria

- Use of the WOHD logo and theme
- Visibility of WOHD campaign materials
- Captures a fun and engaging WOHD moment
- Good quality photo (1800 x 1200 pixels minimum)

\*All groups and individuals who are not associated with FDI, and organized a WOHD event

## The prizes

- A certificate of recognition.
- Widespread promotion of the winning activity.



Please remember, to be considered for an award you must submit your activity report once WOHD is over at: [worldoralhealthday.org/activity-report](https://worldoralhealthday.org/activity-report)

For more information, contact us at: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)



# Be inspired by previous campaigns



CREDIT: THE HELLENIC DENTAL ASSOCIATION

In Greece, the Hellenic Dental Association organized a huge campaign that engaged different regional dental societies, and saw WOHD featured across various online, print, radio and TV media. It was projected on to buildings too!



CREDIT: THE EGYPTIAN DENTAL ASSOCIATION

In Egypt, educational events were organized all over the country to raise awareness about why good oral health is essential. The campaign was highly visible on social media, reaching around 25,000 people across all age groups.



CREDIT: PAKISTAN ASSOCIATION OF DENTAL STUDENTS

In Pakistan, a month-long campaign celebrated WOHD. The main objective of activities was to make dental care accessible for everyone by providing oral healthcare, education and supplies to underprivileged communities.



CREDIT: PALESTINIAN ASSOCIATION OF DENTAL STUDENTS

In Palestine, a huge impact was made on social media; a WOHD reel of activities gained nearly 5,000 views on Instagram. Plus, a local news outlet covered WOHD activities in Jerusalem, which was viewed by more than 96,000 people.



CREDIT: GUIYANG STOMATOLOGICAL HOSPITAL

In China, WOHD activities focused on engaging ethnic minority children in rural areas through carefully targeted school based events, as well as raising awareness on oral health and preventive dental care among the general public.



CREDIT: ETUGEN DENTAL STUDENTS ASSOCIATION OF ETUGEN UNIVERSITY

In Mongolia, kindergarten children were taught why it is important to keep teeth healthy from an early age, how to brush properly, and about good and bad foods for teeth. A Be Proud of Your Mouth photoshoot was another highlight!



# Our Partners and Supporters

WOHD would not be possible without the support of our Partners and Supporters.

Learn more about them and the work that they do to improve oral health around the world.

## Partners



Unilever is committed to oral hygiene. It delivers innovative oral health programs around the world and its toothpaste brand Signal, also known as Pepsodent, Mentadent, AIM and P/S, strives to build good toothbrushing habits everywhere. For more information, visit [unilever.com](https://unilever.com)



Smile Train empowers local medical professionals with training, funding, and resources to provide free cleft surgery and comprehensive cleft care to children globally. It advances a sustainable solution and scalable global health model for cleft treatment. For more information, visit [smiletrain.org](https://smiletrain.org)



Dentsply Sirona is the world's largest manufacturer of dental products and technologies, with more than a century of company history, dedicated to proudly creating innovative solutions to advance oral care and create healthy smiles. For more information, visit [dentsplysirona.com](https://dentsplysirona.com)



Haleon is one of the world's largest providers of specialist oral health. With a broad range of science based products, such as Sensodyne, parodontax and Polident, its goal is to make the world's mouths healthier. For more information, visit [haleon.com](https://haleon.com)



DTI publishing group is composed of the world's leading dental trade publishers. Its flagship publication, *Dental Tribune*, is the largest global dental newspaper. DTI can help spread messages to decision makers worldwide. For more information, visit [dentaltribune.com](https://dentaltribune.com)

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Working in partnership with dental professionals worldwide, Wrigley Oral Healthcare Program aims to improve oral health by adding one simple step to people's daily oral hygiene routine: chewing sugar-free gum after eating and drinking. For more information, visit [wrigleyoralcare.com](https://wrigleyoralcare.com)



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# Thank you for supporting World Oral Health Day

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Contact us if you need any further support or  
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