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FOR IMMEDIATE RELEASE

Crest and Oral-B Expand Partnership with America's ToothFairy to Close Gaps in Children's Oral Health

Retail campaigns and donated products support dental care, education and healthy habits for children in need

CHARLOTTE, NC (September 29, 2026) — For families struggling to afford groceries, housing and other necessities, preventive dental care and oral hygiene products can easily fall out of reach. Crest and Oral-B are working with America's ToothFairy to address those barriers through generous financial support and donated products that will help more than 250,000 children and caregivers receive professional dental care and build healthy habits at home.

The collaboration is part of Crest and Oral-B's Closing America's Smile Gap program, a national effort to address oral health inequities through greater access to care, education and representation.

The need extends beyond access to dental services and products. [Recent research commissioned by Procter & Gamble](#) found that although 76% of Americans say they are motivated to care for their oral health, only 3% associate oral health with whole-body health. Eighty percent said oral care would feel more important if they better understood its effect on overall health.

"For many of the families our nonprofit dental partners serve, oral health isn't being neglected because parents don't care," said Jill Malmgren, executive director of America's ToothFairy. "They are making difficult decisions about how to stretch limited resources while also navigating barriers to professional dental care. By supporting both preventive services and education, Crest and Oral-B are helping children get the care they need today while giving families knowledge and tools that can protect their health for years to come."

Turning Retail Purchases Into Dental Cleanings

Through special campaigns with Albertsons, Wegmans and CVS over the past year, purchases of participating Crest and Oral-B products generated support for America's ToothFairy's National Cleaning Initiative, for which Crest and Oral-B serve as title sponsors.

For each qualifying product sold, funds were generated to provide a professional dental cleaning for a child in need.

Together, the retail campaigns supported more than 146,000 dental cleanings provided through members of America's ToothFairy's Dental Resource Program and educational resources that will help 25,000 families understand the importance of maintaining a healthy smile.

Members of the Dental Resource Program include nonprofit dental clinics and community-based oral health programs that provide care to children who face financial, geographic and other barriers to dental services.

"Closing America's Smile Gap means addressing the barriers that prevent children from receiving essential dental care while also helping families understand the important role oral health plays in overall health," said Benjamin Binot, Global Oral Care President at Procter & Gamble. "Through our partnership with America's ToothFairy and participating retailers, everyday purchases can help children receive preventive care and gain the knowledge they need to build healthy habits that last a lifetime."

Extending Support Beyond the Dental Chair

Crest also donated generous quantities of Crest Gum Detoxify toothpaste, Crest Kids Sparkle Fun toothpaste, Oral-B Advanced White toothbrushes, Crest Clean Mint mouthwash and Oral-B Glide Scope floss picks.

The donated products will help America's ToothFairy and its nonprofit partners put essential oral care supplies directly into the hands of children and families who may otherwise struggle to afford them.

Professional preventive care, appropriate oral hygiene products and practical education work together to help reduce the risk of untreated tooth decay, which can lead to pain, infection and difficulty eating, sleeping, concentrating and succeeding in school.

Through Closing America's Smile Gap, Crest and Oral-B work with nonprofit organizations, retailers and dental professionals to address barriers to better oral health. Their partnership with America's ToothFairy will continue to turn that national commitment into dental services, education and essential resources for underserved children and families across the United States.

About Oral-B

Oral-B is the worldwide leader in the over \$5 billion brushing market, drawing upon 75+ years of expertise to empower healthier lives for all through better oral care. The brand features a wide variety of products to build a personalized oral care routine for the best clean every time, including manual, battery and electric toothbrushes for children and adults, and interdental products such as dental floss. Oral-B's iO Series

electric toothbrushes feature the latest in brushing technology, with a dentist-inspired round brush head that removes 100% more plaque than regular manual brushes, for cleaner teeth and healthier gums.

About Crest

Since its launch in 1955, Crest has been at the forefront of oral care innovation, empowering healthier smiles for 70 years. Backed by decades of research and trusted by dental professionals, Crest offers a full portfolio of products designed to meet the evolving needs of families and individuals, from cavity protection and enamel strengthening to advanced whitening, gum health, and sensitivity relief. Beyond toothpaste, Crest provides comprehensive oral care solutions, including mouthwash, whitening treatments, and daily regimens that work together to help maximize the benefits of brushing.

About P&G

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®, SK-II®, Tide®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <https://www.pg.com> for the latest news and information about P&G and its brands. For other P&G news, visit us at <https://www.pg.com/news>.

About America's ToothFairy

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 2006, the organization has provided resources to help more than 16 million children and caregivers protect their smiles from tooth decay. Learn more at <http://www.americastoothfairy.org/>.

America's ToothFairy Contact:

Jan Badger, Communications Manager, America's ToothFairy
communications@ncohf.org | 336-408-8023 | AmericasToothFairy.org

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Employees from KinderSmile Foundation in Bloomfield, New Jersey thank Crest, Oral-B and America's ToothFairy for a toothpaste donation that will benefit their young patients. In the last year the nonprofit dental clinic has served 9,550 children with support from the Dental Resource Program of America's ToothFairy.