



Detroit Children Beam With "Bright Smiles, Bright Futures"

Thanks To Colgate-Palmolive Company's Oral Health Education Program

With a recent pledge from the Colgate-Palmolive Company to extend its successful "Bright Smiles, Bright Futures" (BS/BF) oral health education program for another 10 years, children from the Detroit area and their parents are smiling. The company's Dental Van serves as a dental office on wheels where children up to age 12 receive free dental screenings and education. The 10-year-old BS/BF program, founded and presented in conjunction with the National Dental Association, is a multi-cultural program designed to improve the oral health of inner city children -- and consequently their self-esteem -- by teaching them and their families how to prevent dental disease. Since its founding, the BS/BF community outreach program has resulted in exposing five million children annually to valuable oral health education. In addition, the Colgate-Palmolive Company has provided more than \$1 million in scholarships for dental students. To schedule a Dental Van appearance, call 212/310-2816.