



For Immediate Release

Improved Carrot Case Design Compliments Oral Health Program

Lessons in a Lunch Box volunteers encouraged to review useful new features.

Owings Mills, Maryland (**October 4, 2017**). *Lessons in a Lunch Box: Healthy Teeth Essentials & Facts About Snacks®* will include an improved carrot case design. Brushtime Enterprises has outfitted *Dental Care in a Carrot®* to now include instructional pictures which demonstrates proper dental hygiene maintenance that both children and adults can appreciate.

Picture instructions, now located inside of the carrot case are organized in a panoramic format that is easy to follow. Important steps to flossing, to brushing, and to the correct amount of toothpaste to use are all realistically depicted. Use of a pea-size amount of toothpaste is illustrated followed by the flossing instructions. How to angle your toothbrush and how to clean your tongue are explained using images. A plastic mirror constructed of Mylar® film, and located beneath where the dental floss is stored, is a useful addition to the travel case.

Raised wording, and image outlines aid in replacing the toothbrush and toothpaste after each use. Raised wording also identifies the dual functioning rinse cup/screw-on top. "Rinse Cup," is embossed inside of the cup and Screw Cap," is embossed on the underside of the top.

Braille dots, the system of touch reading developed for persons who are blind are located on the outside of the case. The braille dots read, "Dental Care in a Carrot." Lunch boxes are also available in braille with advance notice.

All of the exciting changes are expected to make use of *Dental Care in a Carrot* yet more enjoyable and as well more efficient. The new design fittingly compliments the *Lessons in a Lunch Box* program. View "How to use Dental Care in a Carrot," on the following page. Volunteers are encouraged to review the new features prior to presentations.

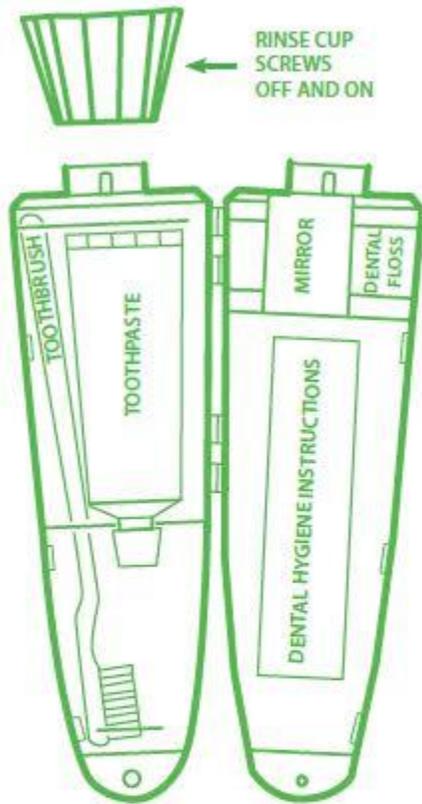
Registration is currently open for the 2018 *Lessons in a Lunch Box* program. For information and to register an elementary school visit www.mycohi.org.



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Brush^{ti}e

ENTERPRISES INC.



How to use Dental Care in a Carrot®

- 1) Unscrew the green, rinse cup, carrot case top.
- 2) Open to locate inside:
 - toothbrush
 - toothpaste
 - dental floss
 - mirror
 - hygiene instructions
- 3) Rinse and shake water from your toothbrush before putting it back inside of the carrot case.
- 4) Wipe or rinse both inside and outside of your carrot case after use.
- 5) Visit www.brushtime-prize.com to purchase replacement products.



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