

# Jordan makes brushing teeth fun for kids

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It's hard enough to get your children to bed without the added stress of the teeth brushing battle. Jordan is on a mission to engage with our little ones to help establish a good oral care routine right from the start.



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There is one battle that moms don't have to fight – digital device interaction. Jordan recognised that kids love to watch themselves in videos and play with technology and thus developed the Jordan Brush Time App to make brush time fun, interactive and beneficial.

A fun mobile and tablet app, which allows kids to custom-make a fun brush time video using their headshots. This interactive and personalised technology will help keep children entertained while they brush their teeth. The mobile app also educates kids on how to brush their teeth. We know that a proper tooth-brushing needs a full two minutes, and as such, the video is a timer to encourage longer brushing.

## Dance, play and brush to the music

Add some rhythm to your two minutes of brushing with the app for iPhone or Android devices. Dance around the bathroom (as long as you maintain proper teeth brushing technique) and then when the music stops, you're done brushing teeth.

With Jordan's range of age-specific toothbrushes, coupled with age-specific toothpaste, and now the Jordan Brush Time For Kids app; the toothbrushing battle can be turned into a healthy tooth brushing routine to ensure healthy smiles for a lifetime.

The Brush Time For Kids app can be downloaded from Apple App Store and Google Play Store.

Don't forget to set a good example and shop Jordan's adult range to ensure you find the right fit for the whole family.

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