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## Colgate And The American Dental Association Inspire Hispanic Families To “Share More Time, Share More Smiles” During Oral Health Month This June

American Dental Association

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## News Releases

### **Colgate And The American Dental Association Inspire Hispanic Families To “Share More Time, Share More Smiles” During Oral Health Month This June**

June 01, 2016

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NEW YORK, NY – Today, the Colgate-Palmolive Company and the American Dental Association (ADA) have announced a collaboration in support of Colgate’s annual Oral Health Month program. Now through June 30, the “Share More Time, Share More Smiles” campaign will endeavor to decrease poor oral health outcomes among U.S. Hispanics by inspiring families to share more time, moments and smiles together, as a means of educating them about the importance of proper oral care.

To engage Hispanic families, “Share More Time, Share More Smiles” will rally around the social media hashtag #TimeToSmile. For each image posted on Facebook, Twitter, Instagram or Google+ of family members practicing oral hygiene and tagged on social networks, Colgate will donate \$1 (up to a maximum of \$40,000) to Give Kids A Smile®, an ADA Foundation program that provides free oral health care, education and screening to underserved children.

To help spread the message of proper oral health, Karla Martínez – Colgate spokesperson, TV personality and mother of two – will be attending community events at two Fiesta Mart stores in Houston, TX on Saturday, June 11, 2016, to take photos, meet families and speak about the importance of oral health practices, such as brushing twice a day, flossing daily and visiting a dentist regularly. Colgate products with the ADA Seal of Acceptance will also be featured during the events.

"We're excited about Oral Health Month, which focuses on the importance of prevention and the impact of good dental health on overall health. Good habits — like brushing for two minutes, twice a day with fluoride toothpaste and visiting a dentist regularly — helps keep smiles healthy," said ADA president Carol Gomez Summerhays. "Leading by example is one of the best ways to teach these healthy habits."

In collaboration with the ADA, this campaign will provide bilingual oral health education materials such as sharable infographic, pamphlets and resources on [colgate.com/sonrisas](http://colgate.com/sonrisas). Bilingual videos, articles, downloadable family activities will also be available on the ADA's site [MouthHealthy.org/OralHealthMonth](http://MouthHealthy.org/OralHealthMonth).

“At Colgate, we are committed to communicating in culturally relevant ways to inform people about proper oral health habits,” said Carla Kelly, general manager, U.S. Multicultural Marketing, Colgate-Palmolive. “Share More Time, Share More Smiles’ provides an opportunity to interact with the U.S. Hispanic community in an engaging and educational way to encourage lifetimes and generations of healthy smiles.”

More information about Oral Health Month is available on Twitter at [@SonrisaColgate](#) in Spanish for news and oral health tips. Also, bilingual resources for consumers are available on ADA’s [Facebook](#) , on Twitter at [@AmerDentalAssn](#) and on [YouTube](#).

**Editor’s Note: Reporters are invited to follow the ADA on Twitter [@AmerDentalAssn](#)**

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## Oral Health Month Is Supported By:

### **About Colgate-Palmolive**

Colgate-Palmolive is a leading global consumer products company, tightly focused on oral care, personal care, home care and pet nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world, under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom’s of Maine, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill’s Science Diet and Hill’s Prescription Diet. For more information about Colgate-Palmolive’s global business, visit the Company’s website at [www.Colgate.com](http://www.Colgate.com). To learn more about Colgate Bright Smiles, Bright Futures®, Colgate’s global oral health education program, please visit <http://www.colgatebsbf.com>.

### **About the ADA**

The not-for-profit ADA is the nation’s largest dental association, representing 159,000 dentist members. The premier source of oral health information, the ADA has advocated for the public’s health and promoted the art and science of dentistry since 1859. The ADA’s state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly *The Journal of the American Dental Association (JADA)* is the ADA’s flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit [ADA.org](http://ADA.org). For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA’s consumer website [MouthHealthy.org](http://MouthHealthy.org)

### **About Give Kids A Smile®**

The ADA Foundation’s Give Kids A Smile program is one of the world’s largest oral health charitable programs. Launched nationally by the American Dental Association in 2003, Give Kids A Smile is an access-to-care endeavor designed to encourage parents, health professionals, and policymakers to address the year-round need for oral health care and education for all children. Each year the Give Kids A Smile program supports approximately 10,000 dentists, 30,000 dental team members, and other community volunteers in providing free oral health care services including exams, fluoride treatments, sealants, fillings, crowns, and extractions, to more than 350,000 children from low-income families across the country. To find out more about Give Kids A Smile, visit [www.adafoundation.org/GKAS](http://www.adafoundation.org/GKAS).

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