



Discover the world of Oral Hygiene

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Cooler



Peter Röhrig
MAM Founder



Dr. Yvonne Wagner
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The start

So much happiness. So much excitement. Every day with the baby is a wonderful new adventure. If only parents wouldn't always feel they have to get everything right. Of course they want to, but the question is how?

Take oral hygiene and dental health for example: their importance from very early on – even before birth, to be precise – is widely known. Not least because nowadays, healthy teeth are an integral part of a healthy adult lifestyle.

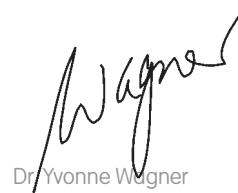
But when should you really begin with babies? What is right? How much is too much?

The MAM **“Discover the world of Oral Hygiene”** brochure is here to help. We have compiled the brochure together with Dr. Yvonne Wagner, specialist for paediatric dentistry (Germany), to make it easier for parents to get it right. This is a step-by-step guide from pregnancy up to 3 years of age, which clearly and simply explains oral and dental development. This brochure is based on the EAPD Guidelines on Prevention of Early Childhood Caries (2008) and EAPD Guidelines for the Use of Fluoride (2009).

It also contains valuable knowledge and practical tips about what is important for

- Breastfeeding
- Breathing
- Sucking
- Feeding
- Cleaning
- Skin care

For babies' healthy and natural development and a winning smile that lasts.



Dr. Yvonne Wagner



Peter Röhrig

Chapter 1: Pregnancy

The teeth are already there.

Teeth begin to form as early as the **6th week of pregnancy**. Some mothers still don't know that they are expecting, but the tiny baby is already growing teeth. More precisely, the foundation for teeth, the so-called "dental ridge" is forming. Inside the dental ridge, the baby teeth are developing and shortly afterwards the permanent teeth begin to develop.

Between the **4th and 6th month of pregnancy**, after the first hard tooth structures (tooth cementum) are formed, they start to mineralise. Babies are born with almost completed tooth crowns, which move towards the surface during the first months of life. Only the roots need more time – until the child is between 2 and 3 years of age.

Starting early.

Nature works incredibly fast:

- By the 9th week of pregnancy, all internal organs are developed.
- Shortly afterwards the legs, arms and fingers are already visible.
- In the 18th week, parents can watch the unborn baby sucking its thumb.
- Sensory experiences such as hand movements, swallowing and sucking begin before baby is born.
- Baby learns about touch: by feeling, sucking, rubbing and pushing, baby discovers his surroundings.
- By taking in and pushing out small amounts of amniotic fluid, the infant is practising breathing long before birth.
- At the same time, the unborn baby is experiencing smells and tastes – mum's food intake determines the aroma.





Oral care during pregnancy: important for mother and baby.

From pickled gherkins to chocolate cake and back again – a myth? No. There really is something to the tales of the strange eating habits of pregnant women. This is primarily due to the **changing hormonal balance**.

This physical adjustment also affects the oral health of mothers. Diseases such as gingivitis and periodontitis, which are triggered by bacteria in plaque, can often develop in the 2nd trimester and affect both mother and child. For this reason, **maintaining good oral hygiene** is now particularly important.

This is easy to do with proper care and know-how:

- **Thorough brushing** is twice as important now because it is keeping 2 people healthy.
- Always brush in the morning and in the evening after eating.
- A soft brush and fluoride toothpaste are ideal.
- If your usual toothpaste suddenly tastes funny, try alternatives such as mild pastes without menthol.
- Pregnant women often like to snack more – that's fine, but unfortunately, this is more likely to lead to cavities. If you can't brush your teeth immediately after snacking, oral care chewing gum can help prevent cavities.

- The opposite of hunger: morning sickness. When you just have to get it out, it's important to remember that a stannous fluoride mouth-rinse helps remineralise tooth enamel, soothes gums and is anti-bacterial.
- **Drink plenty of water.** This promotes the production of protective saliva. Plan at least 1 **dental check-up** – the best time is between the 14th and 20th week of pregnancy.
- Combine the visit with a professional oral hygiene treatment – checking and prevention go hand in hand.

MAM Med-Info



Medical background knowledge for expectant mums, plainly explained by **Dr. Yvonne Wagner**, specialist for paediatric dentistry (Germany):

Gingivitis

This is when the gums become very red, swollen and bleed easily. It can develop – primarily in the 2nd trimester of pregnancy – because hormonal changes during pregnancy can lead to a dry mouth and an increase in gum inflammation due to plaque. If the inflammation is not treated, you could be weakening the tooth cementum – so be sure to see your dentist for a check up.

Periodontitis

The term “periodontitis” refers to gum irritation caused by inflammation from plaque, which affects the tooth cementum. This is more likely to happen during pregnancy because certain bacteria and their metabolic waste – they particularly like to “feed” on the hormones oestrogen and progesterone during pregnancy – upset the natural balance in the mouth and attack the gums. Because untreated periodontitis is risky for both mother and baby (e.g. high blood pressure for mother, premature birth or a low birth weight for baby can be linked to it), a dental appointment is strongly recommended at the first sign of any symptoms.

Chapter 2:

0–3 Months

Tiny mouth, big responsibility.

Even if shortly after birth there is nothing to see, the teeth are already there: almost complete in the dental ridge. In addition, when baby teeth are examined in laboratories, you can even tell when they too were born into the world. During birth, the cells responsible for enamel production (ameloblasts) take a break – and this can be seen in the enamel as the so-called birth or neonatal line.

The first cry is the first big task for the tiny mouth. But this is by no means everything the little mouth has to do during development. The mouth is crucial in determining the individual, distinctive facial expression – and performs vital functions such as breathing, chewing, swallowing, tasting, talking and feeling.

Breathing. As surprising as it sounds, healthy breathing through the nose only works if everything in the mouth is okay. Parents should ensure that their baby can seal his lips properly – and talk to their doctor about this.

Chewing. To ensure that eating becomes an enjoyable and healthy experience later, the muscles required for this are already practising. Breathing through the mouth or constant thumb sucking must not interfere with this training.

Swallowing. For the first few years, babies have their tongue between the teeth when swallowing. Later – and this is important for learning to talk – the tongue will lie on the palate.

Tasting. Babies have 5 times as many taste buds on their tongues as adults. This means that they experience sweet, salty, sour and bitter flavours with far greater intensity.

Talking. Oral health and dental development are also vital for ensuring that children are ready for their first words. Speaking is not just about thinking, but also about movement of the tongue and mouth.

Feeling. The nerve endings in the mouth and lips are far more sensitive than practically any other body part. No wonder that babies soon enjoy using them to discover their environment.



Healthy affection for tiny ones.

- From a very early age, it is good for babies if some of the loving attention they are given is devoted to the lips and the inside of the mouth. This helps them to learn about feeling and that oral care is simply a part of everyday life.
- Cuddling in which babies' mouth is exposed to adult saliva should be avoided. Caries-promoting bacteria do not emerge on their own: they are passed on. At this point, they can flourish because the newborn has not yet developed his individual, balanced oral flora.
- To avoid these bacteria being passed on, a soother that has fallen on the floor should be cleaned properly – not "licked clean" by an adult!

- Almost no mother-baby-contact is as intimate as breastfeeding. What's more, it is healthy for the mouth. Babies get food that optimally strengthens their immune system, train their facial muscles and build the necessary skills they will later need for eating.
- The **MAM Oral Care Rabbit** is ideal for this first step. It cleans baby's mouth and removes plaque and bacteria, right from the start. Simply slide your index finger into one of the two ears.



Easy use of the Oral Care Rabbit



Oral Care Rabbit

MAM Med-Info



Dr. Yvonne Wagner, specialist for paediatric dentistry (Germany), about the healthy bacterial balance of baby's oral flora:

"As adults, we live with up to 700 different micro-organisms in our mouths without a problem. Babies are born without such bacteria. It takes time for them to develop their own balanced oral flora. For example, by discovering their environment orally such as putting things that interest them into their mouths. This is good. When the teeth come through and a healthy, balanced oral flora is there to protect them, bacteria that cause caries cannot establish so easily."

Bacteria that cause caries are mainly *Streptococcus mutans* and *Lactobacilli*. They are passed on via saliva – mainly from the people closest to the child. This is why it is important that a soother goes only in baby's mouth, no one else's!

Most children have developed a relatively **stable oral flora** by 4 years of age. If by this time bacteria-forming caries have not been able to establish themselves, then these are the best conditions for lasting healthy teeth.

Chapter 3: 4–6 Months

Preparations for the start.

For most children, their 1st tooth comes through at about 6 months. Under the surface, however, preparations are under way. Especially now, when babies are enjoying discovery with their mouths – they are going through the so-called **“oral phase”** – they strongly feel the sudden new tingling, itching and pushing sensations. Parents can also notice the change when baby kisses become wetter – teething causes increased saliva production.

The good news.

Mother Nature did not plan teething as a painful process. Real complications – fever or colic – are rare. It is more the new and unfamiliar that irritates babies in their oral phase. Parents can help here, by:

- Giving the newborn a sense of their mouth with gentle stroking (see page 12).
- Facilitating easy relief with cooling and massaging (tips can be found on page 19).

MAM Friends

Our bright and bubbly MAM Friends are perfect for babies’ adventurous phase. They are designed as fun-filled companions for babies as they begin to explore the world around them. The 100% natural, baby-safe material (natural rubber) and the variety of surfaces help to promote sensory development. The bright colours spread good mood and the soft material ensures a familiar feeling.



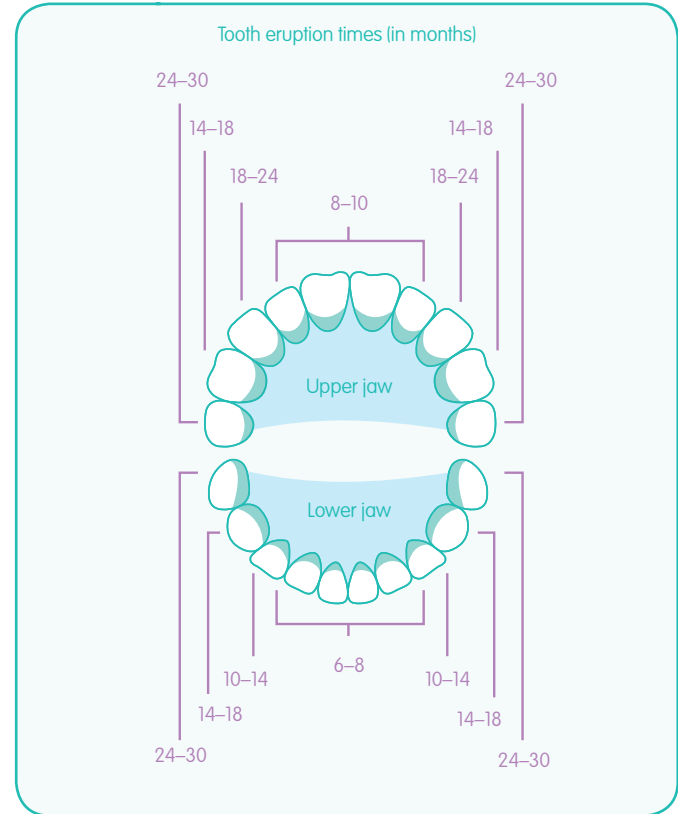
Friends – Lucy



Teething time-planner.

It doesn't take parents long to realise that a child's development does not always stick to given timeframes. For this reason, the following plan is only an approximate guideline for teething:

- In the 6th week of pregnancy, the **formation of the dental ridge is already under way**; the substances for baby teeth are developing.
- Between the 4th and 6th month of pregnancy, hard tooth structures develop. At birth, the tooth crowns are already fully formed.
- Some babies are born with a visible tooth. Don't worry: this is within the scope of normal.
- Generally, the preparation for teething starts from 4 to 6 months.
- Between 6 and 8 months of age, it is likely that an incisor (bottom middle) will appear first.
- This will be quickly followed by the top middle incisors, then the side ones.
- Around 14 months, the first molars arrive, then the canines.
- Finally, the second molars can be expected from the 2nd birthday.
- The complete set of baby teeth consists of 20 teeth – 8 incisors, 4 canines and 8 molars.



What babies need now.

When babies' teeth are pushing through beneath the surface, it tickles, pinches and itches all at once, they like to put things in their mouth and chew on them as it brings them relief. **Everything that cools feels good.** Usually, the next best object within reach is chewed on until it reaches body temperature.



There are household remedies and medicinal products, but they have their downsides:

- Bread crusts don't look particularly attractive to babies, and attention must always be paid to make sure that they are only chewed and not swallowed (risk of choking).
- Cooling, pain-relieving gels or teething suppositories from the chemist's are medicinal – okay for occasional and brief use, but definitely not a long-term solution.

Oral care accessories developed especially for infants do a better job. Babies like them and they offer good relief. For example the **MAM Bite & Relax Mini Teethers** have been developed with the different phases of teething in mind and help babies to relax. Thanks to their innovative shape and varied structures, they help to ease pain rapidly.

MAM Microwave Steriliser & Carry Box

For 1 mini teether – just add water, insert mini teether and microwave! Mini teethers kept in an unopened box stay disinfected for up to 48 hours.





Cooler

Looks cool – and is cooling: the **MAM Cooler teether** with cooling water-filled element. Safer than household remedies and medicine, it offers babies just what they are looking for. It is easy to hold and completely safe to chew on. The different surfaces are fun to experiment with. In addition, the shape is such that the cooling element can comfortably reach even the molars. Our designers even thought about practicality and so it's possible to attach a clip to the Cooler – this way, the **MAM Cooler** stays clean.



The **MAM Massaging Brush** is not only ideal for cleaning the very first teeth. Parents can also use it to give their child an oral massage, which soothes, stimulates blood flow and helps combat itching and tingling. The shape and brush head make it possible to reach all parts of the mouth and the right spots accurately. The long handle means that babies can hold on and join in.

MAM Med-Info



Some tips from **Dr. Yvonne Wagner**, specialist for paediatric dentistry (Germany) about the 1st tooth:

“Before the first teeth come through, it is normal for children to have what is, for them, a new and irritating feeling in their mouths. Suitable baby products such as massaging brushes or cooling teethers can help them relax. Only in very rare cases there are real complications, such as eruption cysts. You will recognise them as tight, bluish swellings on the dental ridge. This small problem above the emerging tooth can be removed quickly and in a completely painless way by your dentist.”

Caries prevention with **fluoride** is important at this stage. When the child is 6 months old and the water available to him at home has less than 0.3 ppm fluoride (you can find information on the fluoride content from water treatment plants and usually also family advice services), you can start with a daily fluoride dosage of 0.25 mg. Children’s toothpaste containing fluoride (500+ ppm) can be used or fluoride tablets can be taken and sucked daily. But please don’t overdo it. Long-term overdosage of fluoride causes a harmless but unattractive yellowish-brown discolouring of the tooth enamel later on.

Chapter 4:

7–9 Months

Baby teeth: they only last a few years but their importance lasts a lifetime.

It will probably be an incisor, in the middle at the bottom that appears first. This 1st tooth and the 19 other baby teeth need plenty of care from day one – not only because the enamel-mineral coating is thinner than that of the second, permanent teeth. They also fulfil many important functions that last into adulthood.

- Having a healthy set of baby teeth influences the development of facial features as well as the child's ability to learn to talk properly.
- The first teeth are indispensable "placeholders" for the second, permanent set, especially the canines and baby molars. These ensure that in the final set of teeth, everything will be in its proper place.

It really is worth taking care of the child's baby teeth from now until puberty when the "last of the first" fall out. In addition, the dentist bills quickly add up if problems with baby teeth have to be treated orthodontically.

Good habits learnt early.

The ideal position for oral care during the first months is to lay the child on the changing table or bed so that all tooth surfaces are visible. Push the lips away a little and then always clean from "red to white": that is, from the gum to the tooth.

If babies have gained a sense of their mouth from a very early age (see chapter 0–3 Months), brushing will now be relatively easy. If there are a few tears, stay at it. Lots of love and patience, as well as a customary evening ritual, help every child get used to this good habit.



First-class care for first teeth.

Up until the first teeth appear, oral care accessories like the **MAM Oral Care Rabbit** are ideal. Parents can use these to easily and gently clean baby's mouth. **Babies will comfortably get used to the hygiene programme.**

- As soon as the first small white tooth has arrived, things really get moving. **MAM Massaging Brushes and Toothbrushes** have the perfect shape and soft bristles that are really effective.
- Teething is also a sign that supplementary food is becoming necessary because breast milk alone no longer supplies all the nutritional requirements. Usually, babies are able to sit and eat from a spoon at around 9 months or soon after.
- **Important for food preparation:** baby's spoon should only go in baby's mouth and no one else's, because caries-promoting bacteria could otherwise be passed on.
- Start a regular meal plan that also supports regular tooth brushing. Frequent, uncontrolled breastfeeding or an always-available bottle, particularly at night, should be avoided.
- For babies and children it is recommended to brush twice a day with a special baby toothbrush.
- To prevent caries, children's toothpaste with adequate fluoride levels (500+ ppm) can be applied to the brush bristles. Tempting fruit flavours

are not such a good idea – they make you want to snack instead of clean.

- How much toothpaste? For infants, only a thin layer is needed. Apply a "hint" of toothpaste to the area marked on the bristles. For toddlers, a pea-sized amount works well.

Last but not least, the arrival of the 1st tooth also signals that it's time for the **1st dental appointment**. If baby gets used to these early, then regular dental check-ups are no big deal and just a part of having healthy teeth. Dentists not only check the proper development of the teeth and jaw, check for caries and protect susceptible baby teeth with a fluoride sealing, they also advise parents about oral care for babies, food for healthy teeth and successful treatment programmes.

recommended amount of toothpaste toddler



recommended amount of toothpaste baby



MAM Med-Info



Dr. Yvonne Wagner, specialist for paediatric dentistry (Germany), recommends caries prevention for even very small teeth:

“Early childhood caries (ECC) is the most widespread infectious illness in children – it affects approximately one fifth of all 2- and 3-year-olds. ECC is caused by certain microorganisms that find a hold in the mouth and then turn sugar – including fructose! – from food intake into acid. Significant damage can be done to the very first baby teeth and only the dentist is in a position to recognise problems early.”

Important for prevention and treatment:

- Daily oral hygiene and regular dental appointments – right from the start.
- Fluoride intake – in toothpaste or as a fluoride sealing at the dentists. Important: get specialist advice about dosage because too much can cause tooth stains.
- Sweetened or acidic drinks and fruit juices should only be given at mealtimes – the “constant rinse” from an always-available bottle is harmful, as is uncontrolled nightly breastfeeding once the 1st tooth has appeared.
- Medicine can quickly upset the balance of the oral flora – talk to your doctor about a dental treatment programme if baby has to take medication.
- Caries-promoting bacteria don’t just come from food: they can also be passed on. For this reason, babies should have their very own spoons and their soothers must always be cleaned properly.
- Parents should also take good care of their teeth – mainly because they can pass infectious bacteria on, but also to set a good example.

Chapter 5: 10–12 Months

Learning about dental care the easy and fun way.

At 9 months, babies are pretty good at using their hands to hold things and to guide movements. This means they can also brush their teeth. Of course not perfectly and not on their own – that will have to wait until they are between 6 and 8 years old – but well enough to make the regular oral care routine an adventure to join in with.

Special toothbrushes for learning, like the MAM Training Brush, are ideal at this stage. Our designers collaborated with experts to create a brush with a shape and material designed so that all areas of the mouth can be easily reached. The brush handle is extra long and has been specially designed to allow parent and child to guide the brush together.



Training Brush

It is important that the **daily ritual** is not only necessary but also fun, exciting and playful. Creative parents will have plenty of ideas. For example:

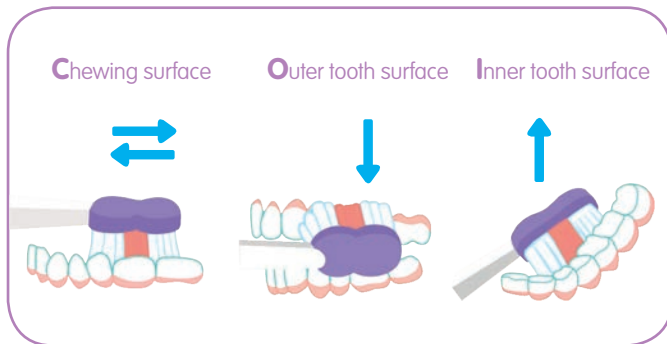
- An easy tooth-counting rhyme
- A special song
- A companion from the family of cuddly toys, who naturally brushes his teeth too
- Pictures related to oral care – a beaver gnawing his tree trunk or a rabbit with his carrot
- Demonstrative examples that show how cleaning is essential not just when it comes to teeth but in all aspects of life, for example cleaning a toy car.



Good examples make good habits.

The most important thing is that parents, relatives and close friends set a good example. Especially in the first 3 years, babies find imitation extremely interesting. Behaviour that they take on in this phase, whether it is good or not, will stay with them for a long time. Children should therefore see, where possible, how mum and dad regularly:

- brush their teeth – the “COI” technique is best – first the chewing surface, then the outer tooth surface followed by the inner tooth surface – so that children have a memory aid for imitation
- watch their diet
- (like to!) visit the dentist.



Healthy variation in baby's menu.

Babies coming up to their 1st birthday learn a huge amount of new things very quickly, every single day. Not only are the parents excited about this progress but the child is just as proud. Progress can also be made with food.

- Drinking by yourself is always easier. Training cups developed with developmental psychologists, like the **MAM Starter Cup**, offer ideal support, promote coordination and prepare for the transition to a glass or cup.
- Babies optimally train their facial muscles if they learn to chew early – so more solid food should occasionally join the menu.
- The more variety meals have, the more exciting they are – parents support the child's development if they practise chewing and swallowing different types and consistencies of food with them.
- And naturally, mealtimes are best and the most fun for baby when as many loved ones as possible are at the table.

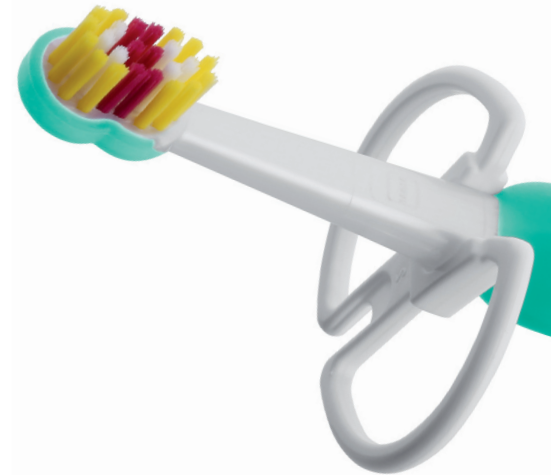


Taste can be learned.

Whether babies become snackers as grown-ups or fans of a balanced diet is decided during their 1st year. It depends on **how parents plan meals**.

- Babies learn that not everything is to their liking before they are born – they experience different tastes in their mother’s diet, just like infants who feed on breast milk.
- Parents who enable their child to experience and accept plenty of different flavours lay very important foundations for the child’s health.
- Bitter and sour tastes are the most difficult at first, but this often has more to do with early childhood neophobia (fear of new things) than actual refusal. Preferences are ultimately influenced by learning and experience.
- Babies like tastes that they know, which is why breastfed babies are more open to new tastes. Breast milk gives them diversity.
- A preference for sweet things is inherent. Sweet tastes take the infant back to being breastfed and convey a feeling of security.
- Yet too many sweet things are unhealthy, and not only for the teeth. Babies should first get used to other flavours, like fruits and vegetables, before they get ice cream or sweets.

- This applies to **drinks** too: if a bottle of sugary drink is always within easy reach, tooth bacteria will thrive. Fruit juices (fructose is a sugar!) or acidic drinks are not a good alternative either. The best: water or neutral herbal teas (fruit tea = sour, so not good in the long term).
- With all this diversity, babies do not need strong seasoning on their food – with 5 times as many taste buds on their tongues as adults, they taste flavours much more intensely.



MAM Med-Info



Dr. Yvonne Wagner, specialist for paediatric dentistry (Germany), on sensible dietary supplements:

- After birth, a vitamin K prophylaxis is recommended (against vitamin K deficiency bleeding).
- If infants don't get enough sunlight, vitamin D can become depleted. Tablets for the 1st year or up to the 2nd birthday keep levels up.
- Only take fluoride tablets for caries prevention if the drinking water and the baby's toothpaste are not sufficiently fluoridated – dentists are happy to provide advice.
- Other vitamin and mineral nutrient tablets are generally not necessary; research shows that the majority of children already have adequate supplies if their diet contains enough fruits and vegetables.
- Only take vitamin and fluoride tablets in consultation with your doctor.



First Brush

Chapter 6:

Year 2

Healthy teeth are more attractive.

For adults, it goes without saying that healthy-looking teeth are part of a well-groomed appearance. For children, however, this is often seen much more loosely, with the understanding that they're only baby teeth that will soon fall out. This is a **huge underestimation of the importance of the first teeth**. Children that already have caries in their baby teeth run an increased risk of suffering from them in their permanent set.

- Baby teeth function as important placeholders for the second, permanent set of teeth – if they are well looked after, the replacements will not slip out of line.
- Occasionally, even adults still have a baby tooth because no permanent tooth followed – such a thing can happen and is just another reason to take good care of the “first”.
- **Dental development is facial development.** In the 2nd year, when the first molars come through, the position of the upper and lower jaw relative to one another slowly changes – and with it, the face. Between now and the child's 4th birthday, the “baby face” will get more mature child-like features.
- **How well children can speak** is also dependent on whether their teeth are healthy and in the designated position.

- **Healthy teeth chew correctly** – this is obvious. Another developmental step reliant on dental health is swallowing. A baby has his tongue between his teeth for swallowing, a small child (like an adult) has his tongue on the palate.
- Growth impulses triggered by dentition can make some babies grind their teeth. Don't worry: this is normal.



The most beautiful smile.

Baby teeth have only a thin enamel layer. They are therefore particularly susceptible to early childhood caries (ECC) and it is even possible for an ECC infection to spread. This means that tooth decay is not the only health problem. The first set of teeth must be carefully looked after and supported with a healthy diet and regular check-ups.

The first signs of caries are hardly visible to non-professionals; only dentists can identify their foothold and treat it.

Parents sometimes find dark, garland-shaped discolourations on baby's teeth that are difficult or impossible to clean away. Relax: these are normally not a sign of caries, just typical baby tooth plaque that the dentist can remove easily – so babies keep their bite and beautiful smile.

The first personal toothbrush.

If parents have integrated oral care into daily life from day one, children find it an exciting learning experience. They now **like to imitate what grown-ups do**, so give them a training brush (**MAM Training Brush** with an extra long handle for holding and guiding together) to hold for themselves now and then. If they are able to use it a little, they can have their first very own brush – the **MAM First Brush** with a short, compact handle – for brushing like a grown-up.

Naturally, between 1 and 2 years, babies' body control and coordination are not sufficient for them to manage everything themselves – they will probably not manage this until they reach school age. However, brushing gets better with every day that passes.

A tip for parents when helping: mother, father or another caregiver should take turns to support brushing – this will help to ensure that small individual technique differences will be evened out.



Doing everything the grown-up way.

In the same way that children imitate their parents when brushing their teeth, they also imitate mum, dad, older brothers and sisters and close friends in other activities – the grown-up lifestyle therefore influences the little one's habits. **For healthy baby teeth, this “model” function can be used in many ways:**

- Eating together, at regular times when possible
- Plenty of healthy variation on the plate
- Fruit juices and other sweet or acidic drinks only with main meals, not in-between
- For drinks between meals, water or unsweetened tea are best
- Check the ingredients for things like hidden sugar when buying food
- Keep snacking under control: do not distribute the consumption of sweet things throughout the day; it is preferable to have a dessert after a main meal
- When eating sweets, be as “tooth friendly” as possible (doctor or pharmacist will advise)
- Neutralise sugary or sticky foods (it's best to clean your teeth as soon as possible afterwards)

Very important for small children: **reduce the number of snacks**. Drinks for in-between should be tooth-friendly (tea without sugar, water – pre-boiled the night before). This strengthens one of the most important guardians that the child's teeth have: the **saliva** (see MAM Med-Info).

Normally, about half an hour after eating, saliva is back to its optimal pH-neutral composition, which is good for teeth. However, every snack, every titbit or unsuitable drink in addition to regular meals upsets the system once more – and removes a very important bodyguard.



MAM Med-Info



Dr. Yvonne Wagner, specialist for paediatric dentistry (Germany), on the “magical power” of saliva:

“Without saliva we could not taste, smell, chew, swallow or speak. It is indispensable for oral health because it neutralises acids that result from eating, promotes the build-up of tooth enamel (remineralisation) and prevents caries. The sensitive tooth surfaces are covered with a protective film that keeps bacteria away. In addition, **saliva** contains immunoglobulins with which it fights viruses.”

Chapter 7:

Year 3

The first set of teeth is complete.

In the 3rd year of life, the last of the baby teeth will come through. Small gaps in between are to be expected. After all, these small first teeth are reserving spaces for much bigger second teeth. This next, permanent set of teeth, which in addition to the 20 replacement teeth includes 12 further teeth, has been ready a long time. Sometimes, the replacement is directly under the baby tooth's splayed roots.

All the more reason to keep baby teeth healthy. Not only do baby teeth play an important role in facial development and speech, caries can work their way through to the replacement tooth and damage it before it becomes visible.

Oral hygiene should already have become a familiar, well-established habit practised at least twice daily. Coming up to their 3rd birthday, children are already having fun using their own toothbrush (a stylish **MAM First Brush**, for example). Naturally, parents must still help out – probably up until their child goes to school. A proven rule of thumb is: children who can hold a pen and write well can also use a toothbrush well.



Lots of sweets? It'll turn bad.

As before: it's the example set by parents that is important. The motivation for rational oral care, regular dental check-ups and a healthy diet is not yet there, so the grown-ups have to help the child by setting a good example.

One of the fundamental aspects is **how sugar is used in food and drinks**:

- Sugar (and fructose!) causes the natural oral bacterial flora to mix a caries-promoting cocktail in the mouth.
- Sugar is often "hidden" in food – and "sugar-free" is sometimes only half the truth. Check the ingredients carefully!
- Chocolate spreads, ketchup, cream puddings – all are goodies children crave with their inherent preference for sweet things. Not allowing their consumption doesn't help: it simply increases their desire. It is better to serve sweets as a dessert, after a healthy main course.
- Sweet, sticky desserts can be neutralised afterwards with some buttered bread, cheese or a glass of milk.
- Even better after sweet snacking: brushing their teeth.
- Well-stocked supermarkets have tooth-friendly sweets for children that do not upset the pH-neutral value of protective saliva. Your dentist will know about these too.

All about drinks.

An accessible drink can be practical for both the child and parents. It is not a long-term solution, however, as constant drinking confuses the metabolism and the healthy "now I am hungry" and "now I am full" feelings.

Switching to self-sufficiency now and again is okay, provided that the cup or bottle is filled with a drink such as water or unsweetened tea; a drink that is neutral to the teeth. Too many sweet things have an immediate impact. They cause tooth decay and leave you with a lasting preference for the way they taste, which can cause excess weight gain. This then places a strain on the cardiovascular system. Arguably, all parents want to spare their children these unpleasant consequences.



MAM Oral Care Overview

BPA^o
BPS
free

^oBPA/BPS free: All MAM products are made from materials free of BPA and BPS.

MAM designs make tooth brushing fun

0+
months

Oral Care Rabbit



early
oral
care

- Soft microfibre material for cleaning and massaging gums before the 1st tooth
- Prepares baby for the brushing routine
- Intuitive finger shape

3+
months

Massaging Brush



early
oral
care

- Reaches and massages all areas of the mouth
- Perfect for cleaning gums and first teeth
- Toothbrush-like shape prepares for brushing routine

6+
months

Training Brush



very
soft
bristles

- Long handle for holding the brush together – baby can be guided through the correct brushing motions
- Round head and soft bristles for gentle cleaning

6+
months

First Brush



very
soft
bristles

- Short and compact handle – perfect for imitating adult tooth brushing
- Round head and soft bristles for gentle cleaning



All brushes are also available with safety shield



MAM Mini Teether Overview



°BPA/BPS free: All MAM products are made from materials free of BPA and BPS.

Extra light-weight and perfectly adapted to baby's two teething phases

2+
months

Bite & Relax Phase 1



Front
teeth



- Specially developed for front teeth: four different surfaces offer various biting options and soothe teething pain.
- Extra light-weight and therefore easy to hold, especially for small babies. Ideal for on-the-go!

4+
months

Bite & Relax Phase 2



Back
teeth



- Specially developed for back teeth: four different surfaces offer various biting options and soothe teething pain.
- Extra light-weight and ideal for training baby's fine motor skills, thanks to the special 3D shape. Ideal for on-the-go!



MAM Teether Overview

MAM Teethers offer relief from teething and promote baby's development

1+
months

Starter & Clip



for
early
teething

- Won't go missing thanks to the innovative combination with clip
- Fine surface structures develop the sense of touch

2+
months

Mini Cooler & Clip



for
cooling

- Uniquely shaped and extra-small cooling part to easily reach the molars
- Light-weight and curved so that even small babies can lift it: promotes coordination and movement

3+
months

Bite & Brush



for
cleaning

- Cleans baby's first teeth while chewing and massages sensitive gums
- Biting on the special chewing element trains oral muscles



°BPA/BPS free: All MAM products are made from materials free of BPA and BPS.

4+
months

Cooler



Back
teeth

- The unique shape of the water-filled part reaches even the molars
- Easy to hold thanks to the ring's curvature: promotes coordination and movement
- 5 different structures

6+
months

Bite & Play



Back
teeth

- Curved so that the middle is raised, making it easy to pick up
- Sharpens the visual sense because baby can watch the colour change when the rattle turns

MAM Friends

Exploring the world with all senses

The **MAM Friends – Lucy, Ellie, Max and Bob** – are bright and bubbly characters designed as fun-filled companions for babies as they begin to explore the world around them. They are especially suited to helping babies develop valuable hand-to-eye coordination and fine motor skills.

MAM Friends have been created to **complement the sensory development of different growth stages** and babies can progress effortlessly from one MAM Friend to the next. Their varied shapes, sizes and structures offer babies a rich and fascinating tactile experience.

Lucy the Snail is the smallest MAM Friend. As she is so light, even small babies will find her wonderfully easy to pick up and play with. Slightly larger, Ellie the Bee helps to develop babies' motor skills with her easy-to-grip wings.

Max the Frog's invitingly curved shape encourages babies to learn how to pick things up, while exploring Bob the Turtle's fascinating 3D shape helps to encourage the development of fine motor skills.

MAM Friends feature varying degrees of firmness and tactile qualities and their soft surfaces make them the perfect companions throughout the teething phase. Each MAM Friend is available in 2 colours.

Fun, friendly, interestingly shaped and with their stimulating tactile qualities, MAM Friends are the perfect companion for all babies, from just 2 months and upwards. For stimulation, companionship and pure fun, babies couldn't have a better – or safer – friend to explore the world with!

All MAM Friends are made from **100% natural rubber**. We source this completely baby-safe raw material from the rubber trees that grow in the forests surrounding our own production facility in Thailand. All MAM Friends are carefully crafted by hand, making every one of them a unique little character – just like baby!

Friends – Max





MAM Friends Overview new

Handmade developmental toys. Each one is available in 2 colours.

2+
months

Lucy the Snail



100%
baby
safe

Natural
Rubber

- Easy grab-and-hold ring
- Soft & thin – perfect for the youngest ones
- Bright colour sharpens baby's visual sense
- Available in red and yellow

3+
months

Ellie the Bee



100%
baby
safe

Natural
Rubber

- Flat ring-shaped wings – easy to hold with both hands
- Partly hollow – fun to squeeze
- Different textures on both sides
- Available in yellow and blue



°BPA/BPS free: All MAM products are made from materials free of BPA and BPS.

4+
months

Max the Frog



100%
baby
safe

Natural
Rubber

- Curved shape is easy to pick up – helps develop motor skills
- Different textures for a full tactile experience
- Max's friendly smile reassures babies
- Available in green and orange

5+
months

Bob the Turtle



100%
baby
safe

Natural
Rubber

- 3D design – easy to pick up and hold
- Helps to develop coordination and motor skills
- 5 different textures for a full tactile experience
- Available in purple and turquoise

The MAM Principle

Parents are demanding. At MAM, we are too. That's why, for over 40 years, we've been developing products that are unique in design and function. Our products are the result of intensive teamwork between experts from medicine, research and technology. This enables MAM products to support the individual development of each child and make everyday life easier for babies. Every MAM innovation follows this principle. So parents can feel confident. And babies feel good.



Join the **MAM Club** at mambaby.com

We like to share our knowledge and experience with you in brochures like this one, on mambaby.com and with other members of our MAM Club. Discover the fabulous world of MAM and enjoy exclusive benefits and surprises.*

*Becoming a member of our MAM club has lots of advantages. You'll get exclusive access to information, news, promotions, competitions and services. Check out our monthly development calendar – sent via email – to let you chart the joyful experiences and development of your baby's early years.



You can find more products for every step your baby takes on mambaby.com



Legal Notice



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Bite & Play



mambaby.com