

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



ORAL HEALTH

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Oral health is important, and a regular dental care routine and dental examinations not only keep smiles bright and beautiful – they can boost a person's general health. Current research indicates a strong relationship between inflammatory gum disease – and even cavities – and diseases such as diabetes, heart disease and pneumonias. Good oral health can contribute positively to the physical, mental and social well-being of Canadians of all ages.



GOING LIVE IN PRINT AND ONLINE:
APRIL 20, 2017

GET INVOLVED BY:
MARCH 9, 2017

MATERIALS DUE:
APRIL 13, 2017

This special feature – produced in co-operation with leading experts – will include the following editorial highlights:

DENTAL CHECKUPS. From examinations and personalized treatment plans to additional services, what can patients expect from their dentists?

PRODUCT INNOVATION. We explore the innovations behind a number of remarkable advances in oral health products and services.

UNIVERSITY INPUT. What is the role of Canada's leading dentistry schools in keeping the profession up to date?

SENIORS' HEALTH. Mouths, gums and teeth age just like the rest of our bodies – what do seniors and those who care for the elderly need to know about maintaining oral health?

HEALTHY KIDS. Children's oral health and regular dental checkups are closely linked. We look at the latest research about early dental care and visits to the dentist.

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3.6 million

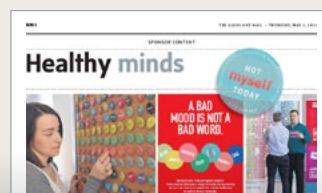
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See page 2 for details...

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NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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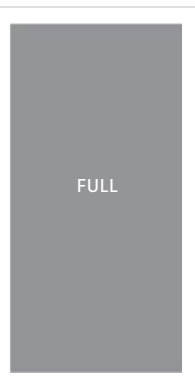
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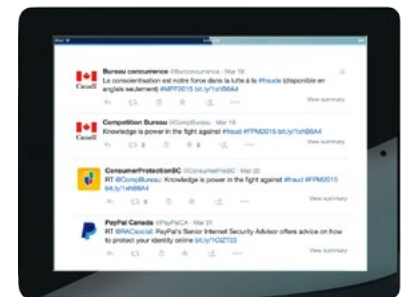


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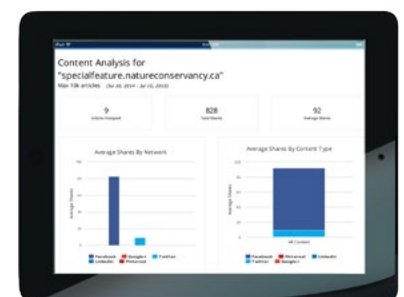
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