

PRESS RELEASE**FOR IMMEDIATE RELEASE**

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www.twoothtimer.com**Sparkling Smiles for Stocking Stuffers!**

The holidays are a fun time for families but with all the festivities and foods, dental hygiene tends to be neglected, especially by children. Plaque, a bacterial film on teeth, converts sugars and starches found in many foods to make acids. These acids can attack the tooth for 20 minutes or more after eating, leading to tooth decay.

According to the U.S. Surgeon General's Report, more than 51 million school hours are lost each year to dental-related illness. Tooth decay is the single most common chronic childhood ailment – 5 times more common than asthma and 7 times more common than hay fever.

Prevention is the best way to protect against tooth decay and it is the main idea behind The Twooth Timer Company's products. "Our goal," according to Antoinette de Janasz, mother of 2 and Founder of the Company, "is to educate people, young and old alike, about how dental health is integral to overall health." To this end, The Twooth Timer Company has recently introduced its second product, Ready-Set-Brush![™] Brushin', Flossin' Fun Kit. Already a Dr. Toy Award winner, Ready-Set-Brush![™] is a fun and educational kit designed to help parents and their children work together to achieve good dental health by learning proper brushing and flossing techniques.

The Twooth Timer Company specializes in filling the void in the children's dental market with their fun and innovative, mom-designed products. For more information about their products and to get some fun free downloads for children, visit their website at www.twoothtimer.com or call The Twooth Timer Company at 214.522.8596.