

Oral-Care Habits:
MYTHBUSTING!

TRUTH:

You *can* brighten your grin in 2022.

But you need a myth-free mindset
(*and irresistible smile-care essentials*).



Brighten My Smile NOW



We all try our best in January to build better oral-care habits, but often ditch them for donuts by March. Maybe the problem isn't us, but in the resolutions themselves!

A pink oval shape with the word "MYTH" inside, surrounded by scattered yellow and pink confetti-like dashes.

MYTH

If you've resolved to brush and floss your teeth more this year, you're good to go.

A blue horizontal line that curves downwards on the right side, framing the text below. The word "BUSTED" is written in a blue-outlined box on the line.

BUSTED

That's a start, but you really need to channel your inner Dwight Schrute and **make your resolutions SMART:** Specific, Measurable, Achievable, Relevant, and Time-Bound.

Resolve to **brush gently for 2 minutes 2x a day** and **floss carefully at least once a day.** Check out our blog for [habit-building tips galore!](#)



MYTH

People who brush and floss every day are just super “on it” and determined.



BUSTED

Relax, flossy friend. According to the NYT bestseller *Atomic Habits*, you just need to master **“the art of showing up.”**

Display your smile-care essentials where you can readily see and use them. Put a cute box of **Cocofloss on the kitchen table.** And prop up your sleek Cocobrush with a **sea glass-inspired [pedestal.](#)**



You've failed if you haven't built solid smile-care habits by February. 😭

BUSTED

Not so fast! It can take **several weeks or longer** to form a new habit. Let us cheer you on: [Join our 21-Day Floss Challenge!](#)
(Hey, you can join more than once! 😊)

**Make 2022 the Year of
Bright, Fresh Smiles**



SHOP NOW