

KEEP ONE THING CLEAN

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MANIFESTO

KIDS ARE THE OPPOSITE OF CLEAN.

THEY SPLASH THROUGH PUDDLES, DRAW ON WALLS, AND COLOR OUTSIDE EVERY LINE IN FRONT OF THEM.

AND THAT'S EXACTLY HOW IT SHOULD BE.

PHILIPS SONICARE ISN'T ABOUT PERFECT KIDS.

IT'S ABOUT MESSY ONES.

WE MAKE POWERFUL BRUSHES FOR SMALL HANDS WITH BIG IMAGINATIONS.

SO PARENTS CAN RELAX KNOWING THAT WHILE LIFE GETS MESSY, TEETH STAY SPOTLESS.

NO MATTER HOW BIG THE MESS, KEEP ONE THING CLEAN.

**WE PROMISE THEIR TEETH WON'T
LOOK LIKE THEIR COLORING PAGES**

KEEP ONE THING CLEAN

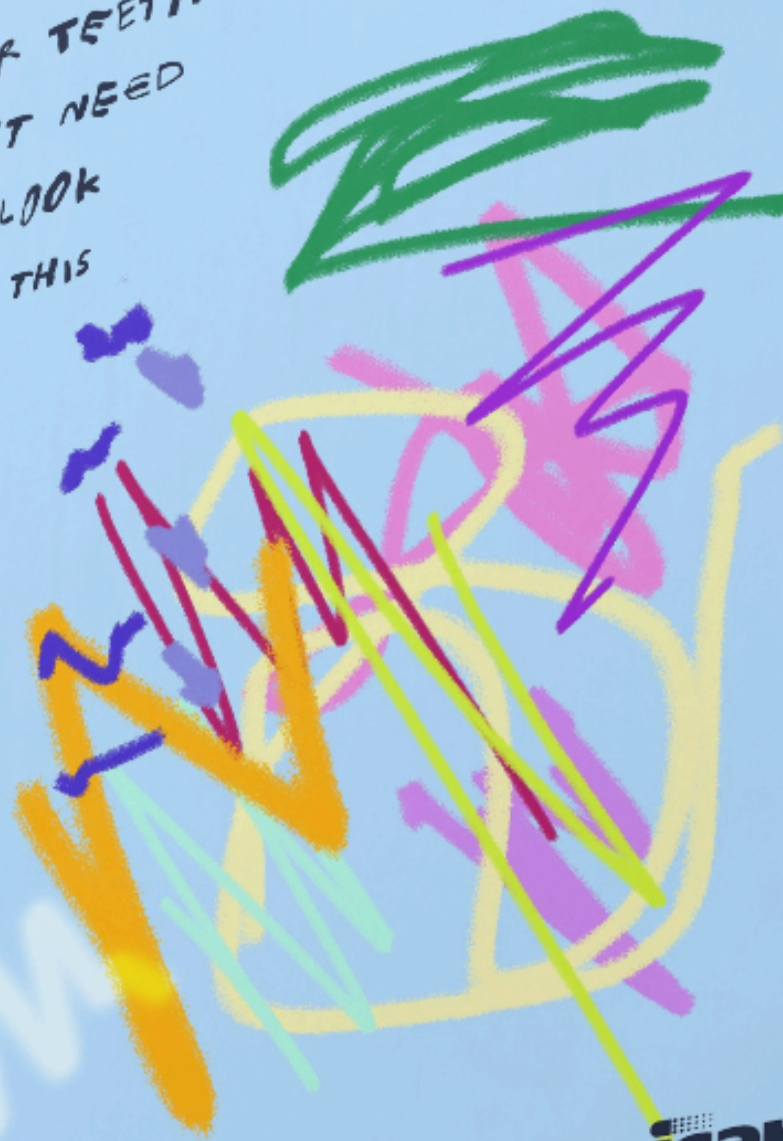


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LET
THEM
COLOR
OUTSIDE
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LINES

WE
WILL
KEEP
ONE THING
CLEAN
sonicare

THEIR TEETH
DON'T NEED
TO LOOK
LIKE THIS

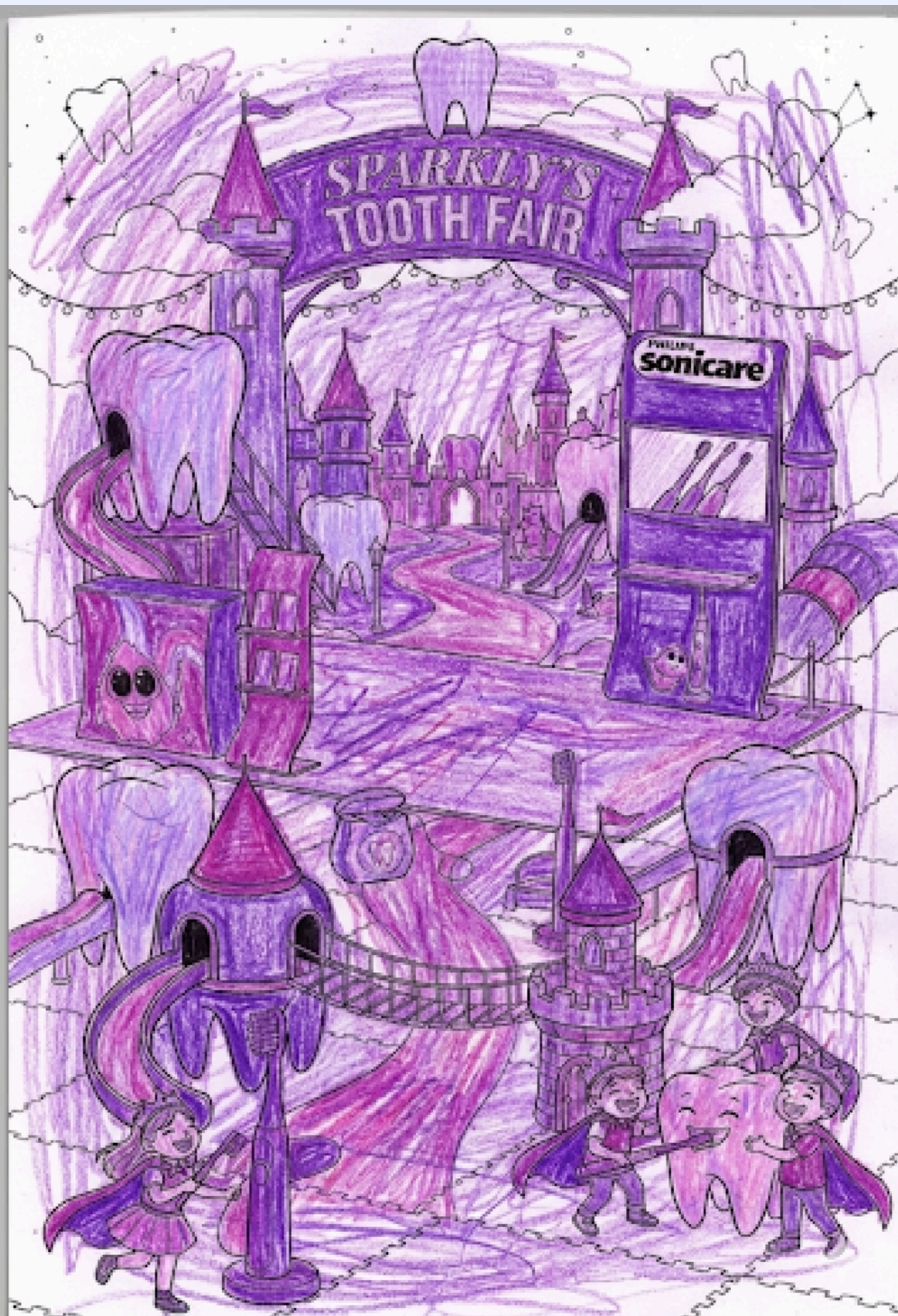


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We Promise
Their Teeth
Won't Look
Like Their
Coloring
Pages

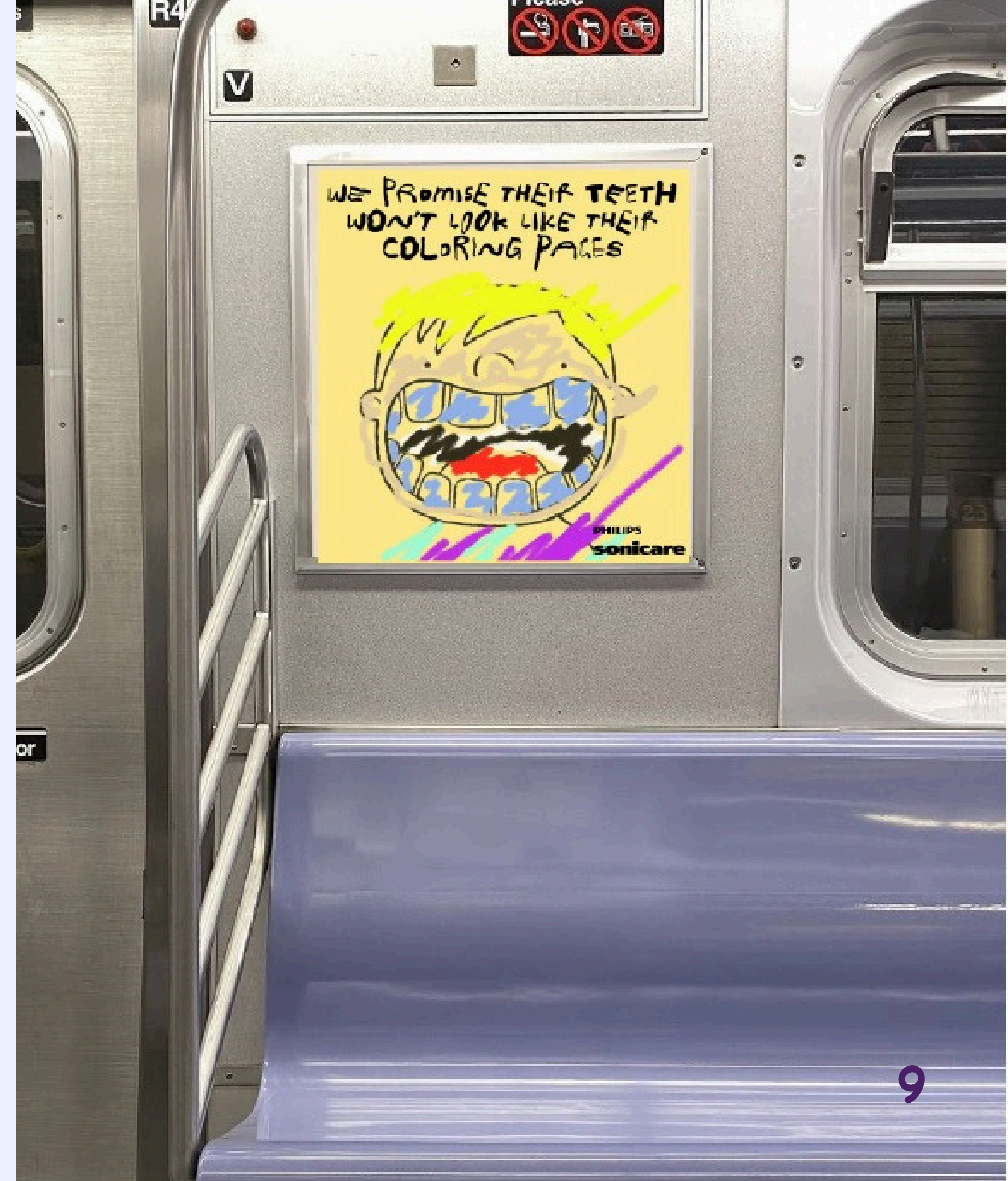
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Keep One Thing Clean



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visit www.sonicareforkids.com for more information

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freebies

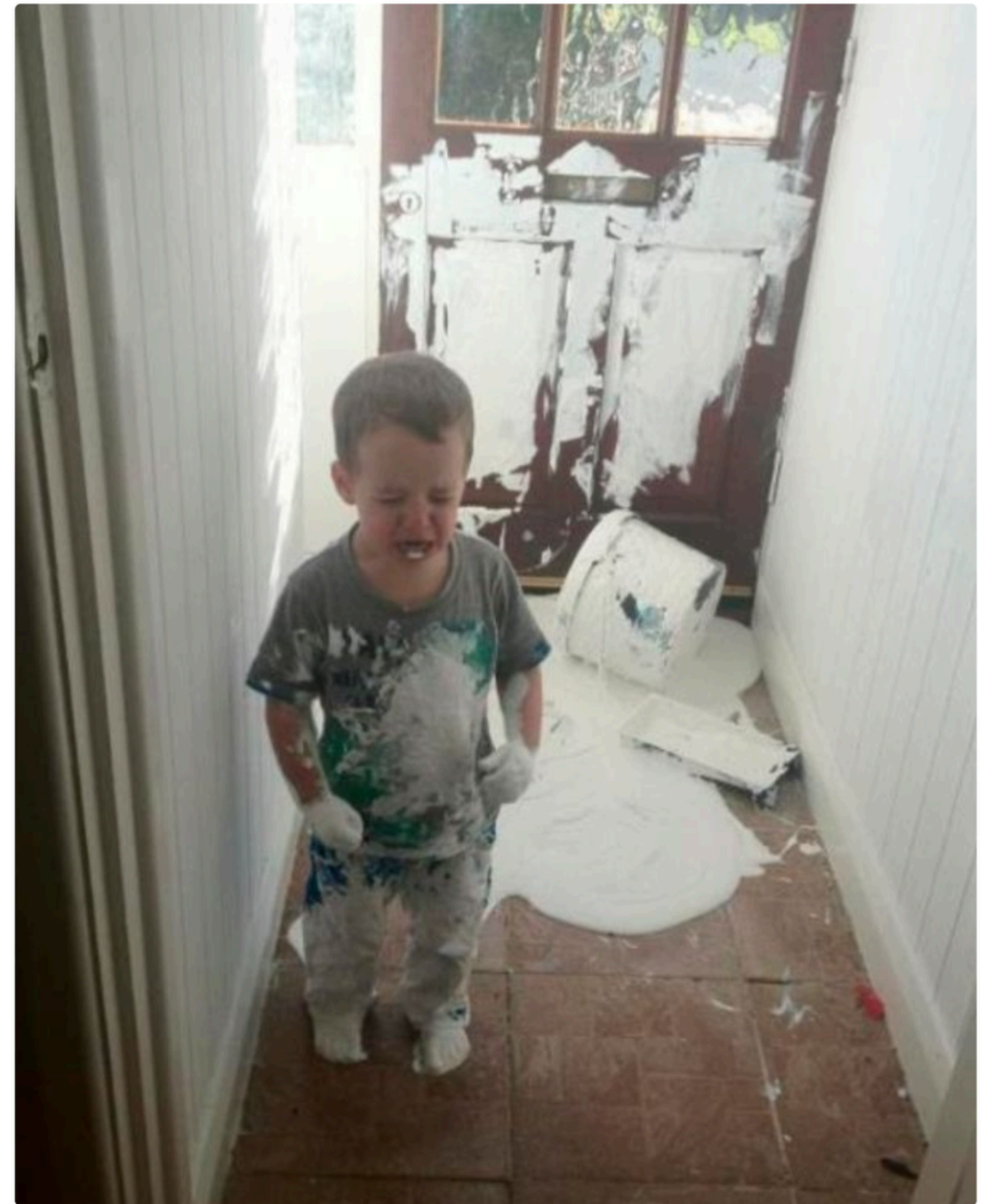
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SOCIAL

FOR OUR SOCIAL CAMPAIGN, WE INVITE PARENTS TO CELEBRATE THE CHAOS OF RAISING CURIOUS KIDS.

WE WILL OWN EVERY STAIN, SPILL, AND SCRIBBLE WITH PRIDE UNDER ONE SHARED TRUTH: YOU CAN'T CONTROL THE MESS, BUT YOU CAN #KEEPOONETHINGCLEAN



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