

FOR IMMEDIATE RELEASE

PATTERSON DENTAL AND KIDS WORLD PRODUCTIONS TEAM UP TO PROVIDE FUN, EFFECTIVE DENTAL HEALTH TOOLS TO PRACTICES

Patterson Dental recently signed an agreement with Kids World Productions as the exclusive distributor of the *My First Toothbrush* line of products. This fun, education-based offering will debut in the new products section of the January Patterson Dental Front Office Products catalog.

Featured products include toothbrushes, stickers and an entertaining book to help kids and parents understand the importance of dental hygiene called *My First Toothbrush: Quacky and Jackie Learn to Brush*.

“In building a program with the irresistible, entertaining influence of the Quacky and Jackie characters associated with this product line, dental staffs have another tool for developing rapport with young patients and building a strong foundation for lasting relationships,” said Patterson Office Supplies Marketing Manager Kim McQueen. “These unique characters make taking care of teeth fun and easy for kids and encourage proper life-long dental care.”

Kids World Productions President Dr. Don M. Newman emphasized that with the prevalence of childhood cavities and the effects on overall health, it is vital that dental health professionals and parents take action. “It is well-documented that primary tooth decay increases the occurrence of decay in the secondary teeth,” he said. “Prevention is the best way to stop tooth decay.”

“We’re excited about this new partnership with Kids World Productions and Dr. Newman,” McQueen said. “The Quacky and Jackie characters can be utilized in so many teaching scenarios.” Plans are already underway to expand the presence and message of these engaging characters to additional products.

“At Patterson, we are always looking for fresh ideas and products to help our customers educate and build relationships with patients,” McQueen said. “This exclusive agreement enables dental practices to benefit from an effective, educational tool that no other dental supplier offers.”

To learn more about this exciting product line and how it can benefit your practice, please contact your Patterson representative or a Patterson front office specialist at 800.637.1140.

About Patterson

Patterson Dental, a leading distributor of dental products, equipment and technology in the U.S. and Canada, serves as the largest business in the progressive, global Patterson Companies (NASDAQ: [PDCQ](#)) family of businesses. Patterson is committed to creating value for customers through products, services and lasting relationships. Dental professionals who partner with Patterson enjoy the convenience and peace of mind that come with relying on one trusted source for everything they need.

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About Kids World Productions

Kids World Productions is committed to teaching children and parents a lifetime of healthy dental hygiene habits. Kid World's team of practicing dentists bring together more than 30 years of experience working with children.

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