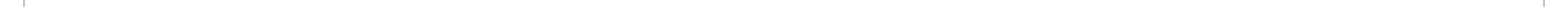


© Colgate-Palmolive Company. All Rights Reserved. A Global Oral Health Initiative.



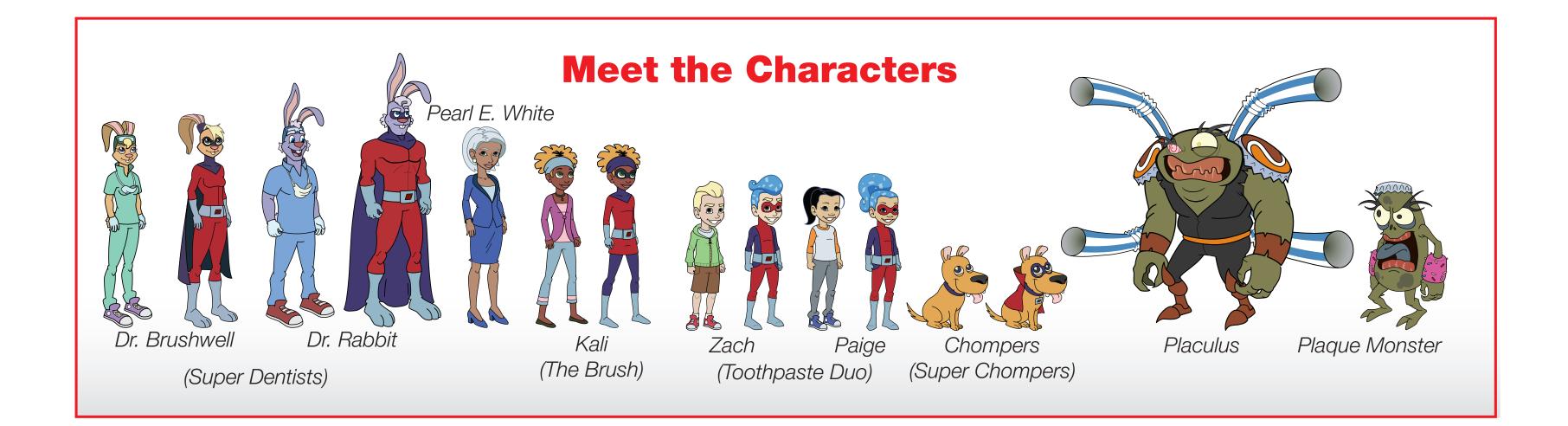


Our story begins with a boy waking up and yawning. His yawning mouth opens wide. We soar inside, and find ourselves in bustling Tooth City!

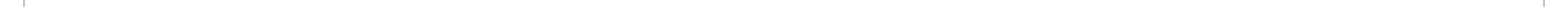
Meet four of Tooth City's shiniest citizens: **THE TOOTH DEFENDERS!**

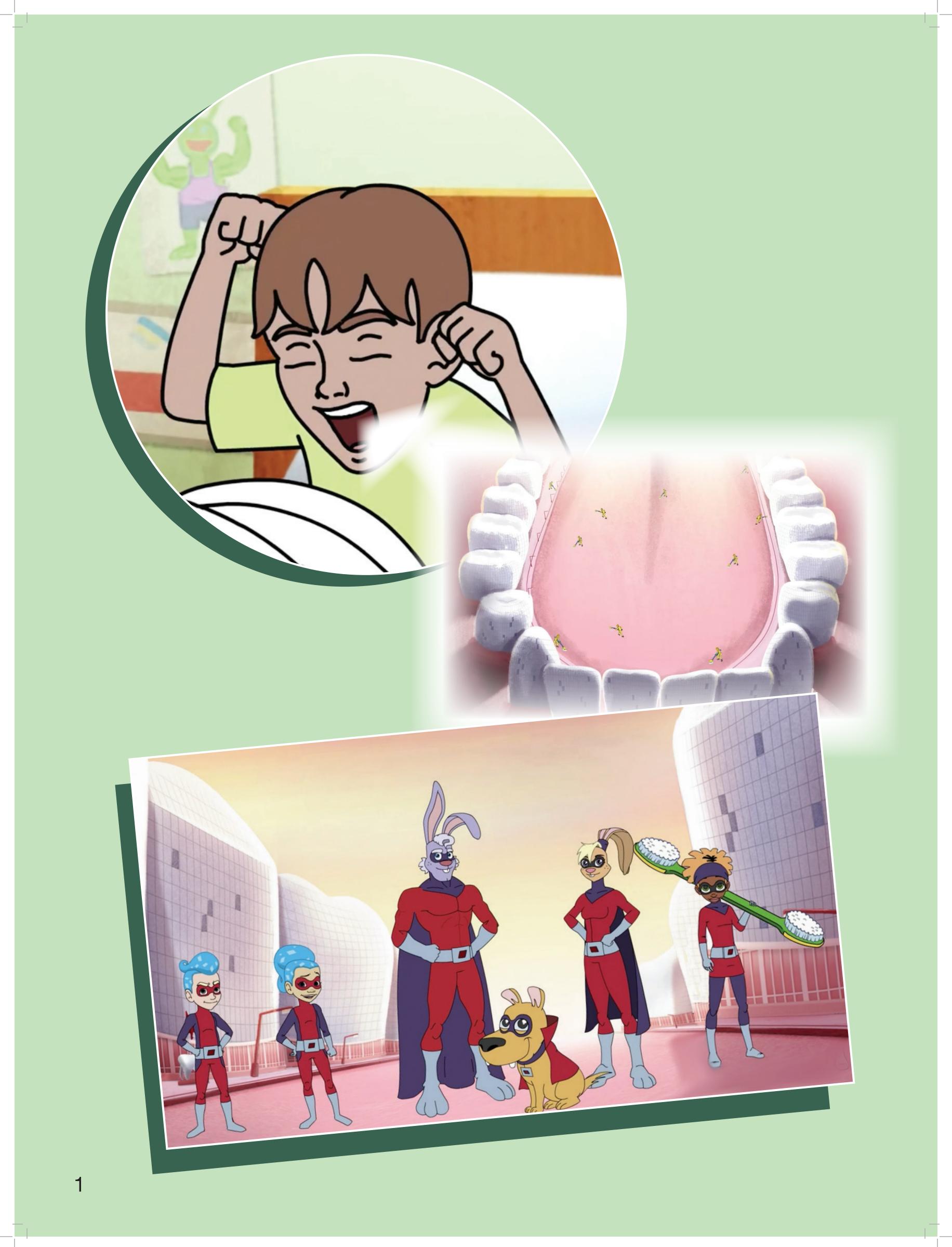
Finn and Paige are the Toothpaste Duo. Kali is The Brush, and their dog Chompers becomes Super Chompers! Dr. Rabbit and Dr. Brushwell the Super Dentists serve as their trusted mentors and partners in oral health.

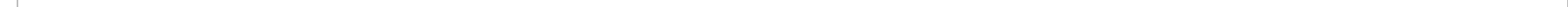
The Defenders keep Tooth City safe from the dangers of plaque acid. They brush away the bad guys! Pursue the plaque! And fight for Tooth and Justice throughout Tooth City!













It's an ordinary day at Tooth Defenders Headquarters. Finn, Paige and Kali are finishing a healthy breakfast.

"Breakfast was great! Let's go out and play!" says Paige.

"First, a pop quiz!" challenges Kali. "What's the best thing about good oral health?"

"That it makes me look amazing and feel good about myself?" asks Finn. "Oh brother," Paige rolls her eyes. "No silly, everyone knows that when you have good oral health your breath is fresh and clean.

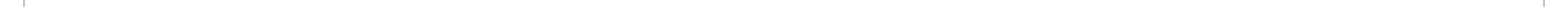
"Not bad kiddoes, but not #1," replies Kali. "Grrrfff!" adds Chompers. "That's right, Chompers!" Kali says. "Good oral health can help lead to great OVERALL health! So now, let's brush!"

Paige and Finn squeeze a pea-sized amount of fluoride toothpaste onto their brushes. "Just the right amount!" they say. When Kali is done, she looks in Chompers's mouth and doesn't like what she sees. It's a green, gross jungle of horrors. "Yikes!" she exclaims. "I've smelled fresher swamps. And look at your toothbrush! It's totally worn out. Someone needs some tooth tips." Chompers perks up, tail wagging.

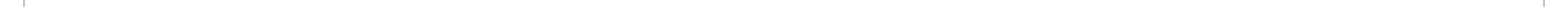
"Replace your toothbrush every three months, or sooner if it's worn out ..." begins Paige. "And never share your toothbrush!" concludes Finn. "That's right," says Kali. "And brush everyday — after breakfast and before bed. Now let's get brushing for 2 minutes. Brush your teeth on the top, bottom, inside and outside. And don't forget your tongue!"

Chompers learns proper brushing technique as the kids cheer him on. His teeth look great!











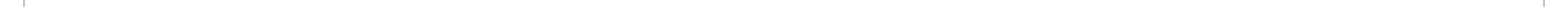
As Chompers and the kids finish brushing, they notice that the news is on television in the background. Reporter Pearl E. White is reporting. "It's a perfect day here in Tooth City – mild weather, bright skies, and clean teeth!" she says.

Suddenly, the TV screen changes! The signal has been taken over by the Tooth Defenders' arch enemy: Placulus!

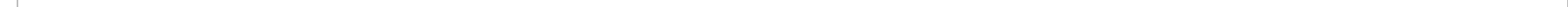
"Greetings, Tooth Defenders! I'm here to tell you about my plan to take over Tooth City, thanks to my secret weapon!" Placulus laughs. "You don't stand a chance."

"Muawahahaha!"











The Tooth Defenders spring into action! The Toothpaste Duo — armed with toothpaste squirters! The Brush – with her double-sided diamond head-shaped brush! And ... Super Chompers!

The Defenders soar downtown to greet the Super Dentists and Pearl E. White. The bright mood in Tooth City has changed.

Pearl reports: "I'm here outside the tooth clinic with Doctors Rabbit and Brushwell. Doctors, how will you and the Tooth Defenders stop the attack?"

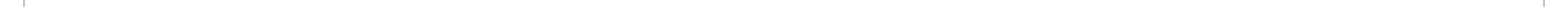
"If we use all the tools we have: fluoride toothpaste, toothbrushes that we replace regularly, and make regular trips to visit your dental professional or visit the dental clinic," begins Dr. Rabbit ...

"...We should be able to keep the Plaque Monsters from taking over Tooth City!" Dr. Brushwell concludes.

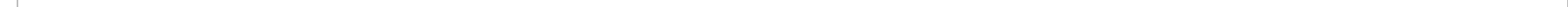
Plaque Monsters float in on their Acid Blaster Cruisers, ready to hose down the city. "Hurry, Tooth Defenders!" cries Dr. Brushwell, looking upward.

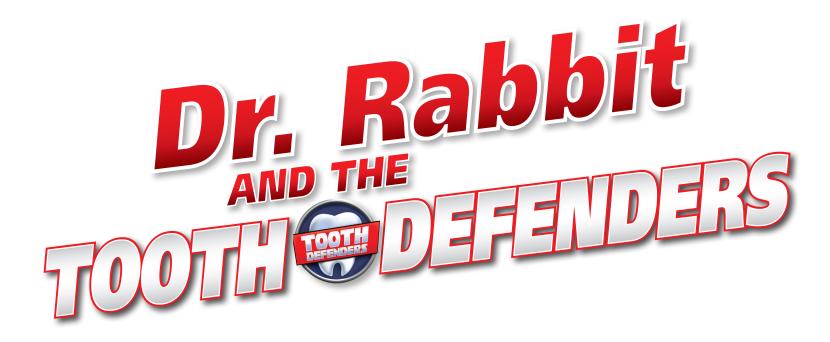
Placulus commands: "Let's go, goons! It's time to turn Tooth City to cavity-filled ruins!"











The Defenders swoop in with their special weapons.

"Sorry to rain on your slimy parade with this fluoride toothpaste attack, Placulus!" yells the Toothpaste Duo. They squirt pea-sized blobs of fluoride toothpaste at the buildings with their special toothpaste gadgets. The Brush rides her brush, scrubbing buildings and the street at high speed.She swoops down an alley and gets some shorter tooth buildings way in the back.

"Great job, kids!" Dr. Rabbit exclaims. It looks like they've beaten those messy Plaque Monsters!

Dr. Brushwell beams with pride. "You've proven – again – that brushing with fluoride toothpaste helps strengthen teeth and fight plaque," she says. "And helps keep you healthy overall, so you can go do great things every day!" adds Dr. Rabbit.

Toothpaste Boy replies, "We did our job, cleaning up after a plaque disaster and making sure to get all surfaces."

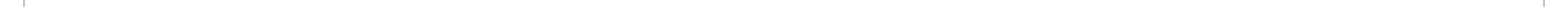
The Defenders chant together: "Top!" "Bottom!" "Inside!" "Outside!" "... and the tongue!"

Suddenly, the Brush looks around. "Wait a minute! Where's Pearl?" "We must find her!" cries Toothpaste Boy.

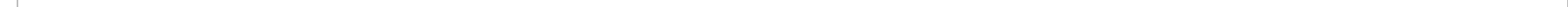
Dr. Brushwell exclaims, "Looks like it's time for some help from ... the Super Dentists!" The doctors pull at their dental smocks, revealing their super dentist costumes hidden underneath.

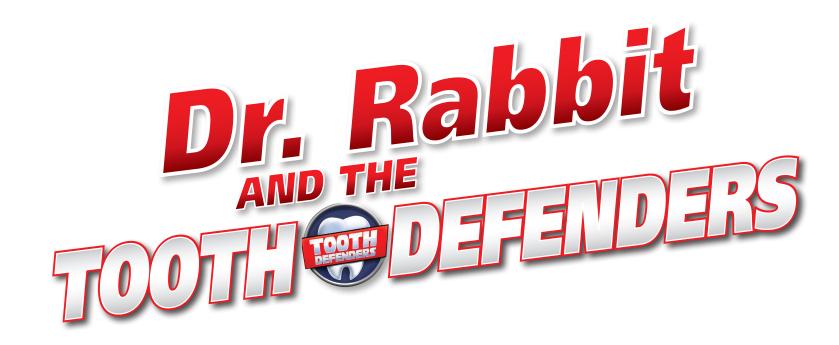
And with that, the dentists and the Tooth Defenders fly off to rescue Pearl!











In the street below, Pearl is being chased by Placulus!

Placulus is flying overhead in his Plaq-o-Copter. She runs down the street below him. Placulus laughs from behind the wheel of the copter, holding up a huge frosted cupcake.

"Weeeeeahahaha!" he hollers. "The Tooth Defenders only THOUGHT they won!!!" He hurls the frosted cupcake at Pearl.

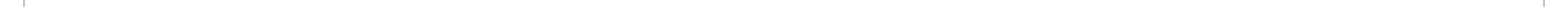
She dodges the sweet threat, and the cupcake lands next to her — plop. She taunts Placulus: "Ha! Is that all you've got!?" But then more cupcakes land on her — plop-plop-plop — trapping her in gooey sweetness. "I guess not," she sighs.

"Now it's time to unleash the secret weapon," Placulus announces. "My Sweets-Storm!"

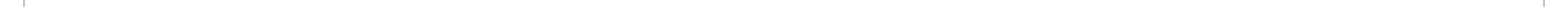
The ground rattles and rumbles, and sticky gumdrops begin to rain from the sky. Plaque Monsters crawl through town by the dozens, as Placulus hovers overhead in his Plaq-o-Copter, laughing.

As he flies off, leaving his goons to finish off the dirty work, he calls out: "Wahahahahaha! Sticky sweets and soda. I'm brilliant! A tooth decay genius!"











Moments later, the Tooth Defenders and the Super Dentists arrive on the scene. Seeing the Plaque Monsters, Toothpaste Girl cries out. "There they are!" She turns to Pearl: "We're here to save you!"

But, our heroes are soon hit by gooey gumdrops and soda rain – sticky, sugary goo. They're stuck! Pearl – trapped under the cupcakes right next to them – faces a rising pool of sugary goo, too!

Dr. Rabbit is alarmed. "The sugary gumdrops and soda are combining with the plaque to make acid!"

With that, a nearby building is struck by a gumdrop. Placulus's goons shoot plaque at the gumdrop, causing acid to seep from the gumdrop and starts eating away at the building, leaving cavities. It's horrible!

"This could destroy all of Tooth City!" cries Toothpaste Girl. Placulus taunts: "Yes, and too bad really. It's been sooo much fun!"

Dr. Rabbit and Dr. Brushwell continue to struggle, trapped in sticky goo. "Can't ... get ... free ..." Gumdrops start to fall faster, landing like colorful bombs. "How are we going to get out of this sticky spot?" Toothpaste Girl shouts to the others.

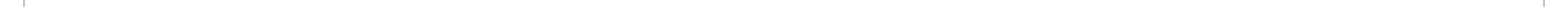
Dr. Rabbit challenges the Defenders to find a solution. "Let's think, team," he urges. "What's the source of Placulus's secret weapon?" "The mouth!" cries the Brush. "It's where all these sticky sweets are entering through! But we're stuck. Who can help us?"

Super Chompers wiggles free from a loose gumdrop and gestures wildly: "Me! Me!"

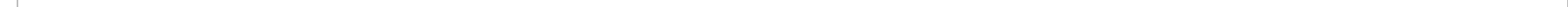
"Yes!" cries Dr. Brushwell. "Super Chompers can squeeze through the mouth and stop the Sweets-Storm!"

Super Chompers nods as the Defenders cheer. Together they shout, "GO, boy!"











Super Chompers soars into the sky, heading at full speed toward the light at the edge of Tooth City. "Woof!" he cries in excitement, flying high above the buildings.

As he approaches the exit, sticky sweets keep flying into Tooth City. Chompers weaves and bobs between the junk food zooming by. "Grrr...ruff!" he calls out. And just before the mouth closes on a bite, Super Chompers soars through the opening! HE MADE IT!

He lands on the tip of The Kid's nose. The Kid is the one whose mouth is the cause of the not-so-smart snacking! The Kid, startled by what he sees, gulps down his bite. His mouth drops open. "W-w-w-h-h-a-a...?" he exclaims, bewildered.

The Kid stares confused and cross-eyed at Super Chompers as he acts out

a description of the recent events. He jumps this way and that, miming to let The Kid know what's been going on! Finally, he makes eating gestures, then waves his hand to say "NO."

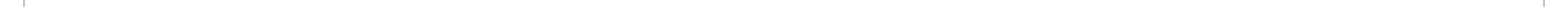
Miraculously, The Kid understands. "So what you're saying is the sticky sugar is combining with the plaque in my mouth to make acid that attacks my teeth." Super Chompers nods excitingly, signaling "YES"!

Alarmed, The Kid continues: "Oh no! What can I do?" Super Chompers flies toward the Kid's lips and pushes them together.

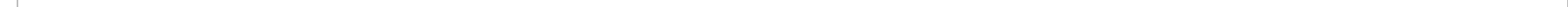
The Kid gets it! "Ohh! I should stop snacking ... for now?" Super Chompers gives a thumbs up, then holds up his index finger to indicate a pause, meaning "I'll be back."

And off he soars ... heading back into Tooth City.











Back in Tooth City, Placulus is standing on top of a big, rotting tooth. He looks proudly over the results of his icky deeds. "A-ha!" he cries with pride. "My beautiful Sweets-Storm! Soon I'll destroy all of Tooth City!"

But then, he pauses. "Wait! The gumdrops have stopped! Where is my soda rain? What's happening?"

The Tooth Defenders rise before him. Dr. Rabbit and Dr. Brushwell call out in unison, "Not THIS time, Plaquie!" With that, Placulus calls to his team: "Plaque Monsters: get them!"

The final battle begins, with the Tooth Defenders using their superhero powers. Plaque acid and toothpaste fly ...

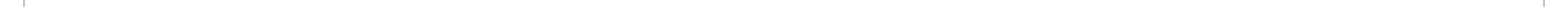
But as the Brush prepares to launch into action, she looks down at her brush. "This brush is worn out!" she cries. Dr. Rabbit tosses a new brush to her, which she catches with skill. "Here you go!" he shouts. "Now go get those Plaque Monsters!"

The Brush speeds off, over walls and rooftops, equipped with her brush and fluoride toothpaste supplied by the Toothpaste Duo. Their work pays off as they begin cleaning the tooth buildings and leaving them shiny, clean — and free of plaque! This time, The Tooth Defenders have the upper hand!

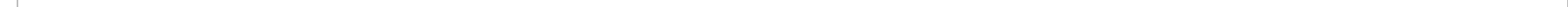
And suddenly, Super Chompers swoops in behind Pearl. Showing his super muscles, he lifts the cupcake and frees her. He's done it! He flexes his muscles with a mix of humor and pride.

The kids cheer: "Super Chompers! You did it!" Dr. Rabbit responds, "You mean, WE did it — together!" And in unison, the kids shout out: "YEAH!!!!"











Up on a rooftop, Placulus surveys the gleaming Tooth City. "NOOO!!" he cries in dismay. "My dreams of beautiful decay, ruined by those meddling kids. And my sweet, sweet, Sweets-Storm ... gone. Time to make my get-away!"

But wait! He's surrounded by the heroic team of Tooth Defenders!

Placulus attempts to fly off, but the Toothpaste Duo squirt him with pea-sized blobs of toothpaste. The Brush leaps into the air, looking as if she's about to clobber him with her brush. He cowers in fear — but suddenly, she starts scrubbing him instead! She's tickling him and turning him shiny and clean!

"Hee hee hee — stop it! Hee hoo hoo hee! Oh no! Hee ha ha hee!!" Laughing, Placulus becomes a shiny, brighter version of himself.

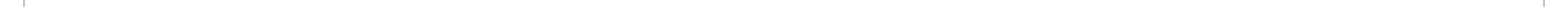
"You win for now," he giggles. "But sticky snacks are everywhere, and so am I. I'll be ba-ah-ah-ack!"

"And we'll be here to stop you!" call the Defenders. "Every time!" And Super Chompers adds, "Woof!"

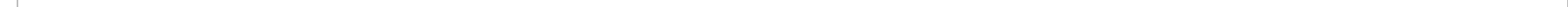
"You're right, Chompers," agrees Dr. Brushwell. "We've got one more stop to make."

The Tooth Defenders and Super Dentists look knowingly at each other. Super Chompers nods. They shout in unison: "Let's go!!"











In a flash, the Tooth Defenders are soaring through the air. The weather is clear – not a gumdrop in sight. The teeth sparkle from below as the super heroes fly out of the Mouth. Super Chompers gives Pearl a lift.

The Kid is dressed in his pajamas, getting ready for bed. He sees the Defenders in front of his face. "Waaiiitt ..." he says in confusion. "There's a *whole superhero team* in my mouth?!"

"There sure is!" Pearl responds.

"But you're the main Tooth Defender today ..." says the Brush. "... keeping Tooth City bright and clean!" adds Toothpaste Girl. And Super Chompers pipes in, "Ruff!"

Dr. Rabbit and Dr. Brushwell smile with pride. The Tooth Defenders have saved the day!

THE END.

But wait – is it really the end? Suddenly, a creepy, green glow appears on the horizon ... and we hear the echoing voice of Placulus.

"MWA-HA-HA-HA-HA-HA-HA-AAAAA!" ...



