

# Smile Together launches 'Brighter Smiles'

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Cornwall's leading primary care dental provider Smile Together, who is a member of the Association of Dental Groups, is thrilled to announce that its 'Brighter Smiles' campaign is now well underway.

Over the last two years, Smile Together has been working with local authorities to deliver oral health education, tooth brushing clubs and fluoride varnish application to 30 of the most deprived schools in the area. What the 'Brighter Smiles' campaign aims to do is use this pre-existing work as a springboard to expand and help even more schools.

"We have been very keen to develop a campaign that would allow us to tackle the issue of children's oral health on a larger scale," says Paul Critchley, Managing Director of Smile Together. "To do that we knew we needed to look beyond public funding to community sponsorship.

"The response so far has been extremely promising. We've had a lot of support from local dental organisations and there has been a positive reaction from a number of schools wanting to be involved with the programme."

As a community funded project, the campaign is very much dependant on the generosity of commercial sponsors. If you or somebody you know can help Smile Together make a difference, get in touch today.

For more information about the ADG visit [www.dentalgroups.co.uk](http://www.dentalgroups.co.uk).