

Going to the Dentist just got a lot more fun
for pediatric patients and professionals



Lilly



Lenny



Dino

Lola



BUTLER 

MONSTERZ

With Monsterz from Butler[®], It's All Smiles

for pediatric patients, parents and dental professionals

- What if you could make oral hygiene fun for kids?
- What if you could keep them coming back for repeat visits, happily?
- What if you could send a consistent and entertaining message from office visit to home care?

Meet the Monsterz

Your practice's strongest ally in the quest for healthy teeth and gums

Introducing Professor Smile and his top students—Lilly, Dino, Lola and Lenny. They all live here, in your dental office. They've been waking up extra early every day to study and learn all about the importance of good oral hygiene. And they can help you make a trip to the dentist a fun and engaging experience for kids.

Finally, they're ready to graduate and get their very own Monsterz Missions—special tasks that, because of their unique talents and training, Professor Smile has chosen just for them!



Professor Smile: He's committed to teaching his students the importance of good oral care for kids as well as making sure they know how to make every hygiene visit at the dental office just as much fun as Monsterz care at home.



Lilly's mission: use her special tools to remove plaque. She's a great dancer and as she sashays across the teeth, she uses her many special tools like toothbrushes to remove all the bad germs and plaque and keep kid's teeth and gums healthy.



Dino's mission: apply his special formula to build a big barrier on all the little teeth and mouths. He'll be so fast zooming around on his skateboard to keep all the tooth decay and sores away. He makes sure that his varnishes have the strength to make each kids' teeth strong too.



Lola's mission: use her special recipe to smooth the tooth's surface and make it white and shiny. She keeps all kinds of different abrasive and cleaning items in her magical purse and is ready to go to work at anytime. Her special recipe works extra hard to clean away stains and germs while tasting good and making the mouth feel clean.



Lenny's mission: use his specialized equipment like prophylaxis angle to help get into all the hard to reach areas of the mouth. He knows Lilly can't always remove plaque in tiny spaces so Lenny is always there to lend a helping hand. Big shiny smiles with healthy teeth and gums are very important to Lenny.

Never fear, the Monsterz are here—to make going to the dentist a breeze!

Monsterz-sized Effects

on your patients and your practice

-  Create a calmer, more comfortable experience for all—with characters that are fun, friendly and engaging.
-  Give your patients more choice and control—with colors and flavors that make them grin from ear to ear.
-  Scare away inefficiencies—create time and cost savings for your practice.

The Monsterz Toolkit

Everything our Monsterz need to get your littlest patients smiling big

Prophy Angle: With a slimmer, more contoured housing and a soft, latex-free, low-profile cup, our prophy angle is perfect for adapting to the small contours of a kid's mouth. Available in four bright colors and our fun, new Monsterz theme.



85% RDH surveyed liked the adaptability of the cup

Prophy Paste: Ideal for kids, our Monsterz-themed prophy paste has 1.23% fluoride and comes in three flavors: mint, cherry and bubble gum. With two minimal residual grits, fine and medium, it's splatter-free, excellent for stain removal and gentle on enamel.

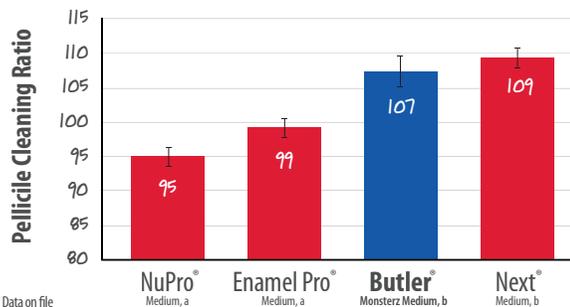
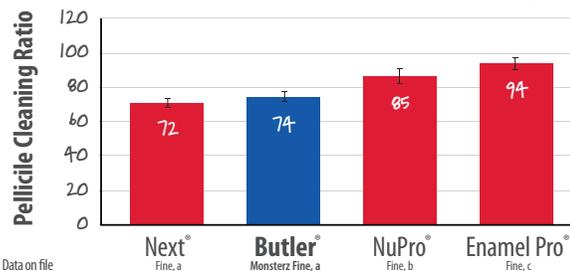


1220P - Fine
1221P - Medium

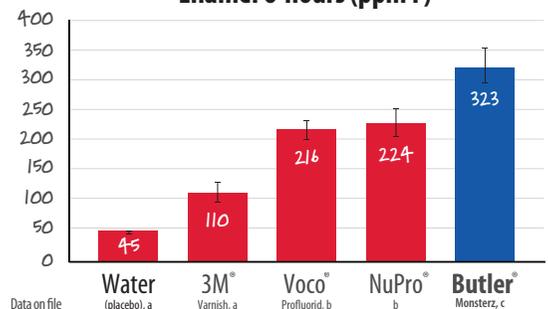
Fluoride Varnish: With a convenient tray-package design, our gluten-free, clear fluoride varnish is easy to apply, has a smooth feeling on teeth and comes in kid-friendly flavors, sweetened with xylitol: mint, cherry and strawberry. Containing 5% NaF, it fast-releases fluoride and effectively delivers fluoride uptake into demineralized enamel.



1219P



Fluoride Uptake into Demineralized Enamel 6-hours (ppm F)



Mean + SEM (N=8) | Reference standard, flour of pumice, was given a value of 100
Products with the same letter (a, b, c) do not differ significantly as determined by Student-Newman-Keuls Method

CREATURES OF (HEALTHY) HABITS

Monsterz don't just make regular dental checkups and cleanings better experiences for everyone, from brush to varnish—they actually help kids build better habits at home, too.

Lilly, Lola, Dino and Lenny conduct top secret Monsterz Missions to each patient's home to make sure they're brushing twice a day, every day. Then, they report back to you with the all-tell intel, so you can keep track of your patients' progress.

For over 80 years, we've focused on improving oral health.

More than 80 years ago, Dr. John O. Butler became the first dentist to design a toothbrush based on the science of preventative dentistry. Today, Butler—a company founded on the principles of knowledge and research—still holds those same core values, developing oral care solutions in close partnership with dental professionals.

Now part of Sunstar, Butler's mission has grown to help oral care professionals diagnose and treat patients, improving their oral health. Together, Sunstar and Butler are dedicated to understanding the relationship between oral health and total systemic health. Our goal is to help consumers and professionals improve the total health of people so they can live healthier lives.

Monsterz Home Care

BRUSHING IS BETTER
WITH MONSTERZ!



G·U·M®

MONSTERZ Toothbrushes

Variety:

Two sizes - Kids and Junior - fit a wide age range and come in four different colors

Safe:

Cushioned brush heads protect gums

Effective:

Unique Dome Trim® bristles are clinically proven to clean below the gum line*

Smart:

Center bristles help guide the child in determining amount of toothpaste to use

Ergonomic:

Soft handle with thumbpad provides a stable, comfortable grip

Easy to store:

Suction cup base holds toothbrush upright which helps keep bristles clean

Kids:
ages 2+

901A



Junior:
ages 5+

902A

SUNSTAR

For More Information

call Sunstar at 1-800-528-8537
or call your local dealer representative.
visit: Butlerbrand.com/Monsterz

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*Bentley CD, J.A. Disney: A comparison of partial and full mouthscoring of plaque and gingivitis in oral hygiene studies. J Clin Periodontol 1995; 22: 131-135.