

DenTek Partners With YouTube Stars The Eh Bee Family, Launching A 30-Day Family Challenge To Make Flossing A Fun Part Of Daily Routines

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DenTek, a Worldwide Leader in the Oral Care Category, Launches 30-Day Flossing Challenge to Encourage Families to Make Flossing Part of Daily Oral Hygiene Routines in 2018

TARRYTOWN, N.Y., Jan. 2, 2018 /PRNewswire/ -- DenTek, a worldwide leader in the oral care category, today announced the 30-Day Family Floss Challenge to help parents and children create new, healthy oral hygiene habits and make flossing part of their oral health care routine.



According to a recent survey conducted by DenTek and Propeller Insights, an independent survey research firm, consumers sometimes have a hard time sticking to healthy oral care habits. Only one-third said they floss their teeth on a daily basis, while eight out of ten (83 percent) consumers who don't floss every day said their longest streak lasted just 15 days – barely more than two weeks!

It could be that these forgetful flossers missed out on learning the value of good oral hygiene early in life; approximately fifty percent of participants said their parents never taught them how to floss when they were kids. That's why DenTek is challenging consumers to step up their flossing game in 2018, and enlisting YouTube's favorite family, the [Eh Bees](#), to help spread the word.

To kick off the challenge, the [Eh Bee Family](#) shared a custom rap video on their YouTube channel called "[Floss Like a Boss](#)" teaching parents about the importance of flossing, while inviting viewers to join the DenTek 30-Day Family Floss Challenge.

"We always want our viewers to smile while watching our videos," said Andres B., also known as Papa Bee. "Flossing is such an important part of oral hygiene, and it doesn't have to be boring. Through this partnership with DenTek, we want to show how parents and kids can make flossing an exciting part of each day, and even have fun while doing it!"

To enter the contest, visit [DenTekChallenge.com](#) and download the 30-day flossing calendar to keep track of each day that you floss throughout the challenge. Then, take a family photo and share the image across Instagram, Twitter or Facebook tagging @Dentek and using #FamilyFlossChallenge for a chance to win exciting prizes, including movie tickets and gift cards, with one redeemable for \$2,500.

For more information about DenTek, the 30-Day Family Floss Challenge and official rules, visit [DenTekChallenge.com](#).

About DenTek

DenTek is a worldwide leader in innovative oral care products including floss picks, interdental brush cleaners, dental guards for nighttime bruxism, disposable dental picks, braces care and dental repair. DenTek products are available in retail stores nationwide. [www.dentek.com](#)

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