

The Power of A Smile Challenge

Dear Faculty,

Colgate invites your dental students to participate in *The Power Of A Smile*, a Colgate Oral Pharmaceuticals, Inc. sponsored challenge, to promote whole mouth health, prevention and oral care strategies in patient care. Periodontal disease and caries continue to affect our patients even though we know these conditions are preventable. Our goal is to reinforce the preventive education you provide through this case study challenge.

Dental students are invited to submit a case study with a clinic patient, who is at least 18 years old at the date of entry. This case study should include: full medical and dental history, caries risk assessment forms, restorative and periodontal charting, x-rays, models, all diagnostic tools used to develop the treatment plan, complete treatment plan, preventive treatment, oral hygiene recommendations and patient outcomes.

All patient images, names and identifiers must be blocked or deleted to mask the identity of the patient. *Entries that contain personally identifiable information will not be considered.* Consent release forms signed by the parent (if under the age of majority) or the patient must also be submitted. These forms are included in these documents.

Students must submit their case studies including all materials by February 9, 2024 to Mariana_Leon@colpal.com.

Submissions will be reviewed by a panel consisting of Colgate employees and be evaluated on the following criteria; 1) thoroughness of dental evaluation and treatment plan 2) consideration of cultural and socioeconomic factors, 3) oral hygiene and disease prevention instruction and recommendations 4) patient outcomes.

Two (2) prizes of \$2,500 each will be awarded to two (2) dental students with the case studies that most closely meet the criteria.

Winners will be announced on or about March 8, 2024. Winning case studies will be evaluated to include on the [Colgate Oral Health Network](#) and [Colgate Dental Educators Network](#) as well as on Colgate's social media platforms (LinkedIn, Facebook and Instagram). By submitting your case study you agree to provide all necessary support documentation to post on our continuing education website and on Colgate's social media platforms.

RULES: No purchase necessary, a purchase will not increase your chances of winning. Void where prohibited.

The Power Of A Smile challenge is open only to students at accredited Canadian dental schools who have reached the age of majority in their province/territory of residence at the date of entry. Challenge ends on February 9, 2024. For full challenge rules, please see the document titled “The Power of a Smile Challenge Guidelines”.

Sponsored by Colgate-Palmolive Company, 300 Park Avenue, New York, NY 10022.