

## The Power Of A Smile Challenge

Dear Dental Student,

Colgate invites you to participate in *The Power of a Smile*, a Colgate Oral Pharmaceutical, Inc. sponsored case study challenge. A smile is the simplest form of optimism. Colgate has committed to taking care of healthy smiles for over 145 years, and we are dedicated to championing optimism and changing the world for the better. Periodontal disease and caries continue to affect our patients even though we know these conditions are preventable. Our goal is to promote dental disease prevention and oral care strategies, to reinforce preventive education and to promote healthy happy smiles for everyone through this case study challenge.

Two (2) prizes of \$2,500 each will be awarded to two (2) dental students with the case studies with the most complete dental evaluation, risk assessments, treatment plan including oral hygiene and disease prevention instruction and recommendations, cultural and socioeconomic considerations and patient outcomes.

In order to participate, you are required to submit a case study on a clinic patient, who is at least 18 years old at the date of entry. Your 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 care recommendations and patient outcomes.

All patient images, names and identifiers must be blocked or deleted to mask the identity of the patient. *Also submit consent release forms signed by the parent or patient, which are included in these documents. Entries that contain personally identifiable information will not be considered.*

Submit your study case to [Mariana\\_Leon@colpal.com](mailto:Mariana_Leon@colpal.com) by February 9, 2024.

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 (30%), 2) consideration of cultural and socioeconomic factors (20%), 3) oral hygiene and disease prevention instruction and recommendations (30%) 4) patient outcomes (20%).

Winners will be announced on or about March 8, 2024. Winning case studies will be evaluated to include on [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 <https://www.colgateoralhealthnetwork.com/> and Social Media Platforms.

**RULES:** No purchase necessary, a purchase will not increase your chances of winning. 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. Void where prohibited. For full challenge rules and judging criteria, please see the document titled “The Power of a Smile Challenge Guidelines”. Sponsored by Colgate-Palmolive Company, 300 Park Avenue, New York, NY 10022.