

**10 August 2026**

**Media release**

**Dentists challenge Kiwis to find two minutes, twice a day**

Fewer than two-thirds of New Zealanders brush their teeth properly twice a day, prompting a national challenge from the dentists as part of National Oral Health Month.

New Zealand Dental Association NZDA Chief Executive Dr Mo Amso says the numbers are a concern for a habit that takes almost no time.

“Only 66% of adults and 63% of kids are brushing with fluoride toothpaste twice a day, for two minutes.

“That’s the single easiest thing you can do for your teeth, and most of us aren’t doing it properly.”

The *2 Mins x 2 a Day Challenge* asks New Zealanders to post a photo of themselves brushing, however and whenever it fits into their day, using the campaign’s photo frame.

Entrants tag @nzdahealthysmiles with #Brush and #NOHM26 to go in the draw for a \$500 Oral Health Prize Bundle.

NZDA–Colgate Oral Health Promotion Manager Anishma Ram says brushing twice a day is a basic routine that’s easy to let slip, but it makes a real difference early on.

“Tooth decay is still common in young children with 41.7% of five-year-olds having experienced it. That figure has barely changed since 2014.

“That’s around four in ten kids with decay by the time they start school. Getting brushing right early, and sticking with it, sets them up for better oral health as they grow older.”

The challenge runs from 10 to 16 August 2026. Full details and terms and conditions are at <https://nohm.nzda.org.nz/week-2>.

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**Media contact**

James Paul  
M: 022 5140716