

## AVATAR:

Who is the avatar?

Kimi is 27 years old and has just had her first child with her husband Tom, 32. Their son Ben is their eternal love. They want the best for him and would do anything for him. They have been trying for over 6 months before she fell pregnant. They live in a modern apartment in a small town just outside of Wollongong. They have moved there recently, in the last year as they wanted to live in a more relaxed area, as living in Western Sydney was even too hectic for the lifestyle they wanted to raise their child in.

Tom and Kimi met through their work friends. Kimi is a sales assistant for a marketing agency for a company that is based in Parramatta, but has recently expanded to have a base in Wollongong, which helped them in deciding to move down there. Tom works as a freelance videographer and does an array of work for any clients he can get his hands on, weddings, short films, drone work, etc.

Why is their current situation bad?

Ben is now about to turn two and it has only come to the attention of Kimi that they should probably take him to the dentist again. He has recently discovered the candy drawer in their house and has been gorging himself on the small stuff he can fit into his mouth when they are both not looking. His teeth are starting to get covered in colours and Kimi is worried that it's probably doing no good for his teeth. They haven't been to the dentist for him yet, only the hospital one when he was still really young. They don't know of any good dentists in the area, because they haven't been since moving. She and Tom don't want to put it off as brushing Ben's teeth can be an extremely difficult ordeal. One of Kimi's new friends has suggested a dentist nearby where they live who are good with kids, but it doesn't have the best of reviews online. She's looking for other options.

What is their dream state?

Ideally, they find a dentist that deals well with kids, supports health funds (as they are thinking about it now that they have had Ben), isn't overly priced and can take care of the whole family. They get Ben's teeth checked regularly and when they go they go fast enough before any real problematic dental issues arise, that may have been provoked by his lust for the candy draw. They want to prevent any hidden surprises.

What is stopping them from getting to their dream state?

They have looked around online at dentists nearby and there isn't any that stand out. Some small practices but none that support health funds and nothing about kids care, just a bunch of old guys running their family practices. They are open to the idea of having to go into town (Wollongong) if need be but only for a dentist that ticks most if not all of their boxes. It isn't super out of the way anyway. Tom doesn't know any dentists around and Kimi has only had one recommendation from her friend - she doesn't have stunning teeth by any means so maybe her suggestions aren't the best.

How does the product bridge the gap?

The practice ticks all of the couples boxes. They may have to travel into town but the clinic is well versed with kids and their dental health. They also offer the government's funding grant that they can take advantage of. The company is a well-known company and has practices all over the country. They have positive reviews online and have fair pricing.

## Fascinations:

1. The secret to FREE kids dental cover REVEALED
2. Kids dental care giving you a headache? The secret to free cover below
3. Can't afford your kids dental care? Well what if it was FREE
4. Why kids dental care is out the utmost importance and how you MUST BE doing more
5. Why children's dental appointments will be the most pivotal in their life
6. The government secret that is enabling Aussie parents to care for their children's dental care like never before
7. How the government is improving aussie kids dental care for FREE
8. The governments dental grant that your kids will wish you knew about when they're older
9. The dental grant that Aussie parents *need to know* about NOW
10. The free dental care secret that aussie parents must know about
11. The dental care that your kids get will be the most crucial of all
12. This is why the government is offering FREE money for kids dental care
13. "FREE kids dental care? Sign me up!"
14. 0-17 is the ages that you must be on top of your child's dental care - this is why
15. Don't let your kids sugary obsession ruin their lives FOREVER
16. Why the sugary obsession we have as kids may not become as detrimental as we think it is
17. The FREE money grant that is allowing kids teeth to shine brighter than it has ever before
18. The most pivotal dentist appointments your kids will have haven't even passed yet
19. Kids dental treatment stretching those pockets? This is the FREE money secret that you ought to know about  
This is why your kids sugary obsession won't impact your wallet as much as it did before
20. The dental grant that is enabling aussie parents to care for their kids dental care like never before
21. What if the government could pay you back for your kid's ridiculous sugary obsession? This is how.

## PAS

The FREE money grant that is allowing kids teeth to shine brighter than ever before

Doesn't it worry you?

The suspicious obsession that all young kids have...

With anything with sugar in it.

*Including yours.*

The Freddos keep disappearing from the fridge.

The candy canes from Christmas in the kitchen drawer have vanished.

And your favourite caramel chocolate has been half eaten, (*with small teeth marks left in the side of it*).

You know it's doing no good for their teeth.

And their brushing habits are absolutely pitiful.

Getting them to brush their teeth is like asking someone to ...

**Impossible.**

But what if there was a way.

A way which allows them to indulge into their sugary obsession.

Without the worry of having their dental health declining rapidly.

To an irreversible end.

Imagine them looking forward to brushing their teeth.

They nag you after dinner to help them.

You won't have to make them feel guilty about letting them indulge themselves.

And you won't have to pay a cent.

It's all paid for by the government.

[Click here to discover the free money secret that your kid will love you for - forever.](#)

HSO

The dental grant that is enabling Aussie parents to care for their kids dental care like never before

Let me introduce you to our 4 year old, Layla.

She is everything to me and my partner.

But not all the time.

Because she found a new found love.

A love for anything sugar-filled.

A life changing discovery for anyone four year old.

A detrimental one for us.

*Why?*

Because next thing you know she comes to us with tooth pain.

At a time when I was out of work, my husband's business was taking a turn for the worst and now we had to fund her dental treatment.

*With the money we didn't have.*

But what if I told you we didn't end up paying a cent.

Not a dollar for her treatment.

And we still have money leftover!

[Click here to discover the secret dental care trick that your future kids will love you for, and it won't put a dint in your wallet.](#)

## DIC

Don't let your kids sugary obsession ruin their lives FOREVER

Your kid is addicted.

Always looking for their next hit.

Like a drug addict with no control.

*And you're the dealer.*

The insistent nagging.

THAT NEVER STOPS.

Driving you and your partner up the wall.

You both know it will destroy their dental health.

But they don't care.

Of course they don't.

But what if you could allow them to indulge into their obsession... without that worry.

Impossible?

Well it isn't.

Prevention is better than a cure.

And it won't cost you a cent.

It's FREE dental care.

Up to a thousand dollars worth of it!

[Click here to discover the FREE dental care that will save your kid from future dental suffering today.](#)