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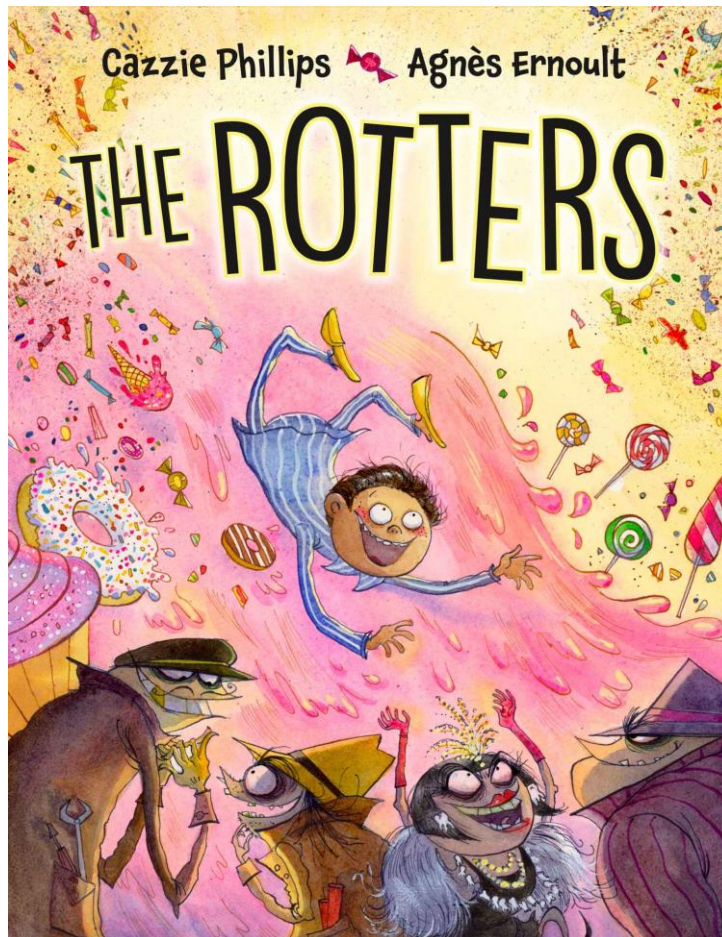
For kids who want to know why.

PRESS RELEASE

8 August 2023

**“This is the best book on dental health I’ve ever seen for our younger patients!  
Parents will love it and children will remember it.”**

John Grummitt, LDS, MDGP, MMed Sci Dentist Nottingham



**Available on Thursday 27 July exclusively on Amazon.<sup>1</sup>**

<sup>1</sup> [https://www.amazon.co.uk/Rotters-Cazzie-Phillips/dp/1915036763/ref=tmm\\_pap\\_swatch\\_0?\\_encoding=UTF8&qid=1689578966&sr=8-1](https://www.amazon.co.uk/Rotters-Cazzie-Phillips/dp/1915036763/ref=tmm_pap_swatch_0?_encoding=UTF8&qid=1689578966&sr=8-1)



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## WHAT PEOPLE ARE SAYING:

*“Every Early Years educational setting simply must have this book! It’s a motivational and inspiring story, with the most incredible illustrations. An absolute delight to read. Future-proofed and insightful.”*

G. Pearson, Early Years Educator, Trainer, Assessor & Lecturer, Leics

*“The Rotters is a great way to encourage children struggling to brush their teeth. The illustrations and rhyming are fantastic. A clever and funny book.”*

Sue Nicoll, Preschool Deputy Manager, Chelmsford

*“I really enjoyed reading The Rotters. Parents are always looking for good stories about personal hygiene and particularly the importance of cleaning teeth. This book will also appeal to slightly older children.”*

Francine Franklin, Children's Librarian, Derby

*“Educational resources such as this are so valuable; I especially love you’ve used the correct terms and language but kept it super fun and child-friendly. It was truly a pleasure to read.”*

Soraya Steele, Dental Practice Manager, Notts.

*“A big hit with our 6-year-old! She was completely engrossed and we’ve read it several times. Even asked if she could to read it to her class!”*

Dr G Swallow, Notts.

*“This is the best book on dental health I’ve ever seen for our younger patients! Parents will love it and children will remember it.”*

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## **Hilarious new picture book for kids who hate cleaning their teeth!**

Cazzie Phillips' debut picture book, *The Rotters*, is a hilarious and inspiring way for primary school children to learn about the importance of dental hygiene as they follow a little boy's adventures with the grim and grizzly Rotters in their Sugar Lair.

The story was inspired by the author's youngest son who went through a phase of not wanting to clean his teeth.

*"One evening I was tearing my hair out, and made up a story about a boy who would lose his teeth if he didn't start brushing them. Visualising the genuine danger of tooth decay as a bunch of grime-loving gangsters instantly got his attention."*

Tooth decay is the most common reason for hospital admissions in children aged between 6 and 10-years-old<sup>2</sup>, and one in four children are having teeth extracted before they reach five<sup>3</sup>. Twenty-first century high sugar diets are largely blamed for the crisis in children's dental health. Oral health experts globally agree that prevention through education is the way forward, with simple habits such as brushing twice a day and reducing sugar intake making a significant difference.

- In 2020, the UK government added oral hygiene to the National Curriculum<sup>4</sup>
- Public Health England's Changes4Life campaign<sup>5</sup> encourages swapping sugary food and drinks for healthier alternatives and using fluoride toothpaste
- The World Health Organisation has just launched a Global Oral Health Action Plan, developed over 3 years, with measurable targets set for 2030<sup>6</sup>

*The Rotters'* charmingly wily gangsters were inspired by Cazzie's research on how oral bacteria causes tooth decay.

*"I wanted to understand how these microorganisms worked. I got stuck into dental papers and journals, and found magnified images of how the main culprits of tooth decay operated. It was fascinating to see these tiny creatures at work, their distinct shapes and movements, and the order in which the various bacterial strains gang up on our teeth."*

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<sup>2</sup> <https://www.gov.uk/government/news/almost-9-out-of-10-child-hospital-tooth-extractions-due-to-decay>

<sup>3</sup> <https://www.gov.uk/government/statistics/oral-health-survey-of-5-year-old-children-2022/national-dental-epidemiology-programme-ndep-for-england-oral-health-survey-of-5-year-old-children-2022>

<sup>4</sup> <https://dentistry.co.uk/2020/09/29/dental-health-curriculum-primary-secondary/>

<sup>5</sup> <https://www.gov.uk/government/news/almost-9-out-of-10-child-hospital-tooth-extractions-due-to-decay>

<sup>6</sup> [https://cdn.who.int/media/docs/default-source/ncds/mnd/oral-health/eb152-draft-global-oral-health-action-plan-2023-2030-en.pdf?sfvrsn=2f348123\\_19&download=true](https://cdn.who.int/media/docs/default-source/ncds/mnd/oral-health/eb152-draft-global-oral-health-action-plan-2023-2030-en.pdf?sfvrsn=2f348123_19&download=true)



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With the author's background in journalism and marketing rather than dentistry, Cazzie turned to a senior dental professional to fact-check the story. John Grummitt<sup>7</sup> was also the founder of a popular dental practice in Nottingham and often visited schools armed with 'limited educational resources about dental health'. John loved the story, and described it as 'the best dental health book for younger patients' he had seen.

The book's stunning artwork has been produced by Agnès Ernoult, whose other recent work, *Le Roi Kipu* (The Smelly King), is currently enjoying success in the Top 40 independent book seller's list in France<sup>8</sup>. For *The Rotters*, Agnès was pleased to have a chance to imagine characters that were a bit different to the average children's book.

*"Nowadays, it seems that many publishers like to keep things smooth, not too messy, not too weird, maybe to make sure their books will be liked by the greatest number of people. As an illustrator and a big fan of children's books, I think it's necessary to have some ugly, funny, dirty characters in the kid-lit scene, partly because it's a healthy way to discover the many characters that exist in this world, partly because...well, because it's fun!"*

Cazzie has set up The Rotters Club for children and grown-ups to receive toothy tips, facts, and games. Head to [www.therotters.club](http://www.therotters.club) to sign up for membership and the Rotters' Digest, a monthly online mini magazine.

***The Rotters* is available on exclusively on Amazon.**<sup>9</sup>

For further information or to arrange an interview with Cazzie Phillips, please email [info@seadragon.co.uk](mailto:info@seadragon.co.uk)

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## STORY SUMMARY

When a boy who hates cleaning his teeth meets a gang of grime-loving tooth fiends, he finds himself trapped in an irresistible world of snacks and sweets. Can he escape or will he meet a sticky end?

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<sup>7</sup> John Grummitt (LDS MGDG MMedSci Dentist Nottingham) has a Masters degree in Restorative Dentistry and Periodontology with distinction, is a Fellow of the International Congress of Oral Implantologists, Fellow of the British Society for Restorative Dentistry, Full Member of the British Academy of Cosmetic Dentistry. He is now retired.

<sup>8</sup> <https://saahub.com/2023/04/agnes-ernoult-roi-kipu/>

<sup>9</sup> [https://www.amazon.co.uk/Rotters-Cazzie-Phillips/dp/1915036763/ref=tmm\\_pap\\_swatch\\_0?\\_encoding=UTF8&qid=1689578966&sr=8-1](https://www.amazon.co.uk/Rotters-Cazzie-Phillips/dp/1915036763/ref=tmm_pap_swatch_0?_encoding=UTF8&qid=1689578966&sr=8-1)