

## How the #PowerofDad is Everlasting

### Description

My father passed away when I was only 7 years old. He and my mom were divorced and since he lived in another state, I didn't see him very often. Even with the infrequent visits, I still have lasting memories of him that I will never forget.

I never thought much about how and/or why I was able to hold on to memories at such a young age, but now I know it's from the #PowerofDad. The influence a father makes on his kids is powerful and stays with them through life; I'm living proof!

Now that I'm a father to one beautiful little girl, I make it a point to harness the #PowerofDad every day. By treating my daughter with respect, getting on the floor and playing with her, and teaching her how to live a healthy life by example, I know I'm shaping a positive future for Avery.

One of my favorite moments in the 6.5 months I've been a father is being there as she first entered this world. After her time with Mommy, I got my skin to skin time with Avery as soon as possible to better help establish our father-daughter bond.



Skin to skin with dad!

Watching Avery being born created the deepest love I've felt since meeting Kelley (Going Mom) and it took the air out of my lungs! It was the best and scariest feeling I have ever encountered and I will never forget that day I became "Dad."

Being a stay-at-home dad to our little girl makes every day with her is my favorite moment. We show her how living an active, healthy lifestyle is beneficial in so many ways and hope she'll follow in our footsteps.

From our nightly bath time routine where she brushes her teeth gumsâ€¦



â€¦to watching her actually eat solids through our baby-led weaning tacticsâ€¦



â€¦to going on walks while wearing her..



..I know Iâ€™m utilizing the #PowerofDad to the best of my abilities.

Knowing just how important the #PowerofDad is, I am proud to announce that I have partnered with Oral B and a group of other outstanding dad bloggers for an awesome Fatherâ€™s Day campaign! Just like words canâ€™t describe my intense love for my daughter and wife, the same goes for trying to explain the #PowerofDad.

Luckily, Oral B put together a video that needs no words to show how powerful it can be.

[youtube <https://www.youtube.com/watch?v=v3z3rbcJ7Qk&w=560&h=315>]

Iâ€™ve watched this video several times, and get goosebumps every time I see the father helping his daughter pack up to leave for college. Yeah, yeah, itâ€™s years down the road, but time is going so fast, we all need to cherish every moment we have and donâ€™t rush things too fast!

Oral B and [Life of Dad](#) have joined forces to promote the #PowerofDad which celebrates fatherhoodâ€™s little moments and the dads that bring big smiles to their families every day.

Oral B wins my seal of approval for recognizing the important, yet overlooked role of mothers and fathers, and supporting great causes.

In their second year of this Fatherâ€™s Day program, P&G Oral Care has partnered with March of Dimes, a leading organization for healthy, happy families that celebrates mothers and fathers every day. P&G Oral Care is also joining forces with members of â€œFootballâ€™s First Family,â€• New York Giantsâ€™ quarterback Eli Manning, his father Archie and his daughter Ava â€œ to celebrate fatherhoodâ€™s little moments.

And when youâ€™re happy, you smile, right? In order to help keep those smiles shining bright, Oral B has introduced its newest and most technologically advanced toothbrush yet, the Oral-B 7000 BLACK. The Oral-B 7000 BLACK features Oral-Bâ€™s signature oscillating, rotating and pulsating technology and provides superior cleaning and a more personalized brushing experience compared to a regular manual toothbrush. With its sleek design and top of the line features, even the most discerning

consumers will note, and benefit from, the unparalleled design and technology it offers.



Now that's a dad brush if I've ever seen one! This brush has stats better than most athletes:

- Oral-B's signature oscillating, rotating and pulsating technology provides a superior tooth-by-tooth clean to remove up to two times more plaque than a regular manual toothbrush.
- Features 8,800 oscillations per minute and 40,000 pulsations per minute to create shearing forces for excellent cleaning efficacy.
- Six modes for a more personalized brushing experience including an extra "Tongue Cleaner Mode" along with standard Daily Clean, Deep Clean, Sensitive, Whitening, and Massage modes.
- Quadrant pacing signals every 30 seconds to guide quadrant switching; at the end of two minutes a longer signal indicates when the dental professional recommended brushing time period has been reached.
- SmartGuide wireless display with while-you-brush feedback to help you brush thoroughly, gently and for the dentist-recommended two minutes.
- Indicator<sup>®</sup> bristles remind you to replace your brush head every 3 months, or once they've faded halfway.
- Accelerates to top speed faster than a race car

That last bullet pretty much means you'll get the feeling of NASCAR in your mouth! Popcorn kernels beware, Oral-B is coming for you!!

So this Father's Day, upgrade the toothbrush for the dad in your life to the Oral-B 7000 BLACK and watch their smile become even more vibrant! Oral-B even has a \$7 off coupon to help you (and dad) out.

**Let me know some of your favorite #PowerofDad moments below and have an awesome Father's Day. I'm excited to celebrate my first!!**

*Disclosure: I partnered with Oral-B and Life of Dad, LLC for the #PowerofDad Father's Day promotion and was compensated for my involvement.*

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