

BRIGHT SMS Schedule – first 3 weeks

| Day | MessageText  | Time |
|-----|--|------|
| 0   | Hello from BRIGHT, this is your first text message about toothbrushing. You will now get a message every morning and every evening | AM   |
| 0   | Have you brushed twice today?  | PM   |
| 1   | This is BRIGHT again, why not save our number in your contacts?  | AM   |
| 1   | <N> going to bed? Brush your teeth   | PM   |
| 2   | <N> remember to brush before you leave home  | AM   |
| 2   | Have you brushed twice today?  | PM   |
| 3   | REMINDER: brush well to make your teeth look clean   | AM   |
| 3   | <N> remember to brush before bed   | PM   |
| 4   | <N> have you brushed your teeth yet? Do it now or you will forget  | AM   |
| 4   | Brush before bed   | PM   |
| 5   | Brush your teeth to freshen up   | AM   |
| 5   | Have you brushed your teeth yet? Do it now or you will forget.   | PM   |
| 6   | Part of looking good is having a clean smile. Brush your teeth   | AM   |
| 6   | <N> brushing teeth twice a day keeps decay away  | PM   |
| 7   | Always brush your teeth  | AM   |
| 7   | <N> remember to brush your teeth   | PM   |
| 8   | Hi <N> this is BRIGHT you do not need to reply to any of the texts we send you   | AM   |
| 8   | <N> have you brushed twice today?  | PM   |
| 9   | Hair sorted? Teeth sorted?   | AM   |
| 9   | <N> going to bed? Brush your teeth   | PM   |
| 10  | Take time to make your teeth shine :)  | AM   |
| 10  | <N> remember to brush before bed   | PM   |
| 11  | If you would like to stop receiving messages from BRIGHT, you can reply to any of our messages with STOP                           | AM   |
| 11  | <N> have you brushed twice today?  | PM   |
| 12  | Brushing teeth twice a day keeps decay away  | AM   |
| 12  | Brush before bed   | PM   |
| 13  | A smile is always in style. Take care of it & brush your teeth   | AM   |

|    |  |    |
|----|--|----|
|    |  | PM |
| 13 | You've been getting texts for a few weeks now, keep brushing so your teeth get cleaner   |    |
| 14 | <N> want to make your teeth feel clean? Brush them now   | AM |
| 14 | Going to bed? Brush your teeth   | PM |
| 15 | <N> have you brushed your teeth yet? Do it now or you will forget  | AM |
| 15 | Remember to let us know if you change your phone number, text us on 07537416903, please include your old number in the message |    |
|    |  | PM |
| 16 | Part of looking good is having a clean smile. Brush your teeth   | AM |
| 16 | <N> going to bed? Brush your teeth   | PM |
| 17 | <N> remember to brush before you leave home  | AM |
| 17 | Have you brushed your teeth yet? Do it now or you will forget.   |    |
| 18 | Always brush your teeth  | AM |
| 18 | <N> going to bed? Brush your teeth   | PM |
| 19 | Hair sorted? Teeth sorted?   | AM |
| 19 | A smile is always in style. Take care of it & brush your teeth   | PM |
| 20 | <N> Brush your teeth to freshen up   | AM |
| 20 | <N> Brushing teeth twice a day keeps decay away  | PM |
| 21 | REMINDER: brush well to make your teeth look clean   | AM |
| 21 | <N> have you brushed twice today?  | PM |