



# Toothfriendly

NEWSLETTER OF TOOTHFRIENDLY INTERNATIONAL

1 | 2018

## TOOTH-FRIENDLY IN CHINA

New products and action group



### *Catching the online customers*

E-commerce as a communication tool for confectionery

### *Sugar tax vs. health education?*

### *To claim or not to claim?*

10 years of EU Health Claim Regulation





Code of  
Federal  
Regulations  
21 CFR Part  
101.80

## Matching today's expectations. Functional carbohydrates for a healthy smile, naturally!

Enjoying life for most of us goes hand-in-hand with great tasting food and drinks. Yet, with regular sweet snacking moments strongly embedded in consumers' habits, oral health is often put to the test. Not surprisingly, dental cavities are still a worldwide reality for both adults and children.

With Isomalt and Palatinose™ developed from natural sources, BENEEO helps you to make great-tasting, toothfriendly products that promote remineralisation and help strengthen the dental enamel. This has been accepted by the European Authorities and the U.S. Food and Drug Administration (FDA) with a corresponding health claim in the Code of Federal Regulations (21 CFR Part 101.80). **Create indulgent products with BENEEO's functional ingredients, the toothfriendly way.**

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connecting nutrition and health



**Toothfriendly** - making healthy choices easy choices.

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Toothfriendly International is a non-profit association working for better oral health.

## Less sugar with positive „nudging“

Wherever you look, sugar has become the number one health enemy. Governments in Europe are planning to introduce new sugar taxes. Health experts are launching anti-sugar campaigns - such as Action on Sugar in the UK - to put pressure on the food industry. Even China has issued an action plan which targets to reduce sugar consumption between years 2017-2025.

We at Toothfriendly believe in positive motivation and nudging towards healthier options. „Do not ban the sweet stuff, but highlight the healthier alternatives“ has been our motto for over 30 years. A consumer who is educated and motivated to stay healthy will automatically choose a healthier option, should there be one easily available. Without resort to undue financial incentives, prohibitions, or coercion, individuals can be gently guided into fairly predictable action by highlighting healthier options and giving them premium positioning in the stores.

*Do not ban sugar, but highlight the healthier alternatives.*

Redesigning the contexts in which food choices are made, individuals can be encouraged to make better decisions about what they eat and buy. Positive nudging is a simple, inexpensive, and liberty-preserving mechanism for social improvement, an alternative to more conventional and heavy-handed interventions in society.

In this Newsletter we present you prime examples of positive nudging: companies all over the world use the Toothfriendly label to make healthy choices easy choices.



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Toothfriendly-certified toothpaste must contain enough bioavailable fluoride.



**STIMOROL MINTS**

Mondelez entered the mint category in Europe with the launch of Toothfriendly Stimorol mints in January 2018.



**DENTISTAR**

Toothfriendly-certified Dentistar pacifiers were introduced in South Korea by Total Kids Inc.



**FRESH SMILE IN IRAN**

Turkish chewing gum expert Saadet introduced Toothfriendly-labelled Fresh Smile in Iran.



**Kids toothpaste gets certified**

*Two new toothpaste products have been granted the „Toothfriendly recommended“ -seal.*

The Swiss-based oral care specialist Scanderra has revamped its Edel+White children’s toothpaste line to fulfil the Toothfriendly criteria. Available in seven flavours, Scanderra’s Edel+White kids toothpaste launched in January 2018 comes in a 7 x 9.4 ml set to create an element of variety and fun to the sometimes stressful event of brushing kids teeth.

Meanwhile in Asia, New Au Health Management Ltd. introduced a new Toothfriendly-endorsed range of premium kids toothpastes for the rapidly expanding Chinese oral care market. The line named as Paul-dent debuted in Spring 2017 and includes four flavours - strawberry, banana, tutti frutti and prune - sold in 50 ml tubes.

Oral care companies wishing to display the Toothfriendly endorsement on their product labels need to comply with provisions that have been laid down by Toothfriendly International. Both Edel+White and Paul-dent children’s toothpaste contain 500 ppm bioavailable fluoride, tested and confirmed by the Dental Institute of the Zurich University.



## Toothfriendly-certified Orion gum hits the shelves in China

Orion is the first major Chinese company to commit to Toothfriendly labelling scheme. Orion's Xylitol 3+ chewing gum has been scientifically tested by dental experts and is guaranteed safe for teeth.

Orion, one of Asia's largest confectionery manufacturers, receives the "Toothfriendly" endorsement from the dental experts of the Toothfriendly International organization for its sugar-free chewing gum range. Orion's new Xylitol 3+ gums have undergone a stringent testing procedure.

Scientific pH-tests demonstrated that Orion's new gum has no risk for caries or erosion, as it does not depress the plaque-pH below the critical level of

5.7. When the acid concentration falls below this threshold, teeth can be damaged. Orion's xylitol-based gum is the first major Chinese product to fulfill the toothfriendly criteria, and has been granted the recognized 'Toothfriendly' quality seal.

"Dentists welcome Orion's new gum range", confirms Dr. Albert Bär of Toothfriendly International. "We are thrilled to see the first Chinese gum manufacturer to join Toothfriendly's

program." Dr. Bär sees great potential for Toothfriendly-labelled products in China. "The market for healthier snacks is still largely an untapped market, though consumer demand for high-quality products is rising rapidly. We think that the Chinese consumers will pick up the Toothfriendly concept fast," he says. In 2018, the Chinese Toothfriendly action group will be present at the FIC Food Ingredient fair in Shanghai (22-24.3) as well as at the Sino-Dental fair (9.-12.6) in Beijing.

## Checkmark logo disappeared after a long debate in the Netherlands

Criteria and design „too confusing“, say consumer activists.

The Dutch Checkmark logo (Het Vinkje) – food label designed to identify healthier foods – has been banned by the Ministry of Health in the Netherlands. The withdrawal of the logo was announced in October 2016 and has now been phased out in the last 12 months. At its peak, the food label was being used by 90 companies on about 7,000 products.



The Checkmark was being criticized as "confusing" by the Consumentenbond, the Dutch consumers' organisation. According to the association's own research, 77% of consumers did not know what the logo stands for, and 85% did not know the difference between the green- and blue-coloured label categories. The use of other EFSA-approved health claims and endorsements continues uninterrupted in the Netherlands.



Mentos chewing gum by Perfetti van Melle is labelled „Toothfriendly“ in the Netherlands.

## HEALTH CLAIMS

*„Sugar-free chewing gum may reduce oral dryness.“*

*„Sugar-free chewing gum helps maintain tooth mineralization.“*

*„Frequent consumption of sugars contributes to tooth demineralisation. Consumption of foods/drinks containing < name of sugar replacer > instead of sugar may help decrease tooth demineralisation.“*

*„Sugar-free chewing gum helps neutralise plaque acids.“*



### **APPROVED CLAIMS**

*The few EU-authorized health claims for sugar-free chewing gum suggest that regulators have not always been successful in making science understandable for consumers.*

# To claim or not to claim?

*In 2007, the European Regulation on nutrition and health claims (1924/2006) went into effect. Now, 10 years later, it is time to take stock and see whether the new Regulation has had any effects on consumers.*

**R**esearchers estimate that 7-14% of prepacked-foods in the EU are labelled with health claims and symbols, but are such claims understood by consumers, do they impact purchase and consumption decisions, and ultimately – do they support healthy choices? These questions have been investigated in the 4-year FP7 EU-funded project CLYMBOL (“Role of health-related claims and symbols in consumer behaviour”).

Until recently, there was almost no published literature showing whether consumers understand health claims. But research in the CLYMBOL project provides interesting new insights. In-depth interviews showed that a majority of participants drew the right conclusions from the health claim, while others mainly associated vague or even risky meanings with the health claim.

Providing more information or explanations around these health claims did not improve the understanding of the claims and sometimes even had the opposite effect, as people engaged in more far-reaching interpretations. However, while consumer understanding of health claims is an issue, research showed that the effects of health claims on purchasing and especially consumption will in most cases be limited. When finding effects, oftentimes these are subtle and depend on the research question asked and the study design applied. Real-life (in-store) studies find limited

effects, as the list of more influential factors is long and substantial (e.g., price, taste, mood, habits, personal/family preferences etc.).

However, considering that a notable proportion of foods is labelled with health claims and symbols, the inability to detect some measurable effects in the general population should not be considered as a proof that there is no effect. Rather, studies show that the effect can become measurable in specific cases, for example when consumers have an activated health goal (i.e. either for themselves or others in their family).

This means that claims and symbols may sometimes be effective in guiding food choices, particularly when consumers actively look for certain nutrients (e.g., fibre), health outcomes (e.g., “reduces cholesterol”) or products lines (e.g., light, Tooth-friendly).



Read more about the CLYMBOL project at <http://clymbol.eu>

## Who approves health claims?

EU countries have an established list of health claims that can be used on food and drink products, if meeting the conditions of use set during the authorisation procedure. If food manufacturers want to use a specific health claim, they can check existing lists for available health claims and their conditions of use. If the health claim they would like to use is not yet available, they can submit an application for the authorisation of a new health claim, which is subject to evaluation by the European Food Safety Authority's (EFSA) nutrition, dietetic products and allergies (NDA) panel.

## Trademarks enjoy special conditions

According to the EU health claim Regulation, health claims which are also trademarks - such as the Toothfriendly label - are exempt from the scope of the Regulation until 19 January 2022 (Article 28(2), HCR). This means that trademarks may be used without any limitations until 19 January 2022. In particular, there is no need to describe the meaning of the trademark by a permitted health claim (as laid down in Regulation (EU) No 432/2012) nor to apply the additional labelling statements prescribed in Article 10.2 of the HCR.



Oral h  
region



# Sugar tax vs. health education?

*Governments around the world are being urged to introduce a sugar tax to confectionery. While the effort is well meant, it is based on the prejudice that “sugar” is bad by definition. Better results can be expected with school-based health education. - By ALBERT BÄR*

**W**hile there is no doubt that obesity, diabetes and coronary heart disease have an important diet-related causation, we consider these diseases not primarily food-related but behavior-related. In other words, it is not the existence of sugar-, fat- and calorie-loaded food that causes disease but the fact that such food is eaten in overly large portions.

What needs changing is, in fact, consumer behavior rather than the composition or cost of food. What we know from scientific literature is that eating-related behavior is learnt in early childhood. Later in life, behavioral changes are still possible but – as we all know from the size of the weight loss industry – knowledge and enormous will-power are needed to rationalize and achieve such change. From this it follows directly that healthy eating practices should be learnt as early in life as possible. Better school-based education is needed and indeed pivotal for guiding the children to health-conscious life-style.

### Starting with oral health

Caries is the first behavior related disease that afflicts most children, sooner or later. Apart from this reason, educators can make teeth an object of considerable interest for children because unlike most other organs of the human body, teeth are visible,

their function is evident and their affliction by disease (i.e. caries) is directly felt, painful and perhaps even seen in the mirror. For these reasons, school-based dental health education serves a much wider purpose than just caries prevention. It directly helps explain and demonstrate to children that an appropriate behavior in terms of oral hygiene practices and diligent dietary habits (food selection, eating habits) are important to maintain teeth in healthy, functional and beautiful condition. On the basis of such knowledge that is acquired by the children early on, subsequent health education programs aiming, for example, on maintaining a normal body weight, avoiding alcohol, tobacco and drug abuse, and participating in voluntary vaccination programs are expected to be accepted and followed more readily. Thus, a caries prevention program is just the first - and necessary - step of improving health at a national level, reaching all social classes and thereby reducing societal inequalities not only in regards to dental health but towards health generally.

The science on the relationship between individual dietary and oral hygiene practices and dental health is available. However, turning this knowledge into policy is still a challenge. Attempts to reduce the intake of sugar and/or fat by introducing a tax, following the example of a tax on cigarettes, are based on the concept of the uneducated, stupid consumer for whom the saving of a little money is more important than his own health. This is a cynical and irresponsible view. It would be a much more

positive and ultimately more successful approach to enable people to follow healthy dietary practices and life-style choices by educating children in these skills at school (and, as far as possible, at home) starting at the earliest age possible.

For dental health, the application of fluoride, as a passive prophylactic measure, makes an additional contribution to dental health. However, this measure does not dismiss the educators from leading the children to a self-responsible behavior in regards to regular oral hygiene practices and the diligent use of foods that may cause caries and tooth erosions if consumed excessively.

On a pilot-scale basis, such an oral health education program, the „Dinti Sanatosi“ program, has been running by the Toothfriendly Foundation since March 2007 in Romania. The main goal of the project is the prevention of caries and gingivitis among school children by educating the children about the importance of regular oral hygiene. Approximately 4800 primary school students participate in the program annually.

For health and socio-economic reasons it is crucial that such school programs are implemented in other countries as well. Naturally such education should not only cover oral health but also other subjects, such as drug and alcohol prevention.

*More about the school-based oral health program: [www.toothfriendly-foundation.org](http://www.toothfriendly-foundation.org)*

# ORAL HEALTH PROMOTION



## Smartphone app helps dentists recommend Toothfriendly diet

Consumers may not know which foods are optimal for oral health, but dentists should - that's the thinking behind a new digital platform which coaches dental professionals about food choices.

The smartphone technology makes it easy to fit continued education around other work, and nutritional counselling can be used effectively with a variety of patient groups. The app also awards professional users with credit points for successfully passed exams.

The learning modules of the app include topics such as sweeteners, food acids, product labelling and the role of saliva in plaque acid neutralization. The modules are developed by Aktion Zahnfreundlich e.V. and presented by Prof. Stefan Zimmer, the President of the association and Professor of Preventive Dentistry at the University of Witten/Herdecke in Germany.

The „Zahnfreundlich“ app can be downloaded free of cost by iPhone/iPad and Android users.



## Toothfriendly Turkey wins gold award for best special event

Turkey's Toothfriendly team "Dis Dostu" took home the Hermes Creative Awards 2017 for best corporate social responsibility program in Turkey.

Dis Dostu's campaign was awarded for promoting oral health awareness in a fun and attractive way: the oral health roadshow visiting Turkish malls included interactive games, giant toothbrushes and a real-life Tooth Fairy for the families to take pictures with.



To top the prize, the Turkish Toothfriendly team received additional 5000 USD Community Support Award for its campaign from the ICSC Foundation. The ICSC Foundation recognizes shopping centers and retailers around the world for their philanthropic work.



## Toothfriendly has now over 2000 individual members

In 2017, the member count of national Toothfriendly associations officially reached over 2000 dental professionals worldwide - a small milestone that is cause for celebration for us. Each individual member and dental practise is a valuable multiplier of the Toothfriendly message around the world.

*„We love the Toothfriendly label.“  
Dr. med. dent. Berit Penzel in Oberhausen, Germany*

*Online shoppers can choose what they want to read and learn about. Manufacturers have the chance to convince shoppers that they have chosen the right thing.*



## Catching the online customer

*As consumers go online, new communication tools are needed. Rather than pestering potential clients with paid advertisement in social media, smart manufacturers offer shoppers a chance to make an informed purchasing decision.*

**F**or decades, confectionery companies have promoted their products predominantly through the usual media formats — television, radio, print media. But the rapid growth of mobile devices now opens new possibilities to become more active online.

The good news is that web-based sales platforms offer more and cheaper space for product-related information than regular supermarket shelves. Consumers no longer have to rely on small prints on product labels but have almost infinite information and user ratings available at their fingertips. E-consumers are also more interested than ever to know whether their products are vegan, non-GMO, organic or otherwise in line with their lifestyle.

Thanks to the Internet, the consumer can quickly obtain relevant product information that enables him to make an informed choice when pushing the „Buy“ button.

Online marketplaces also offer interesting correlation sales tools. You're browsing products on Amazon, and you scroll down to see the now-familiar phrase: "Customers Who Bought This Item Also Bought..." Amazon then presents you with a list of products that, in many cases, are of interest to you. Amazon's recommendation system is based on a number of simple elements: what a user has bought in the past, which items they have in their virtual



shopping cart, items they've rated and liked, and what other customers have viewed and purchased.

This same correlation principle can be used as a sales tool. Take the Toothfriendly label as an example. The quality label is used not only on confectionery, but also on an increasing number of oral care products. This opens up interesting possibilities for a so-called value transfer: if a particular oral care product is tagged as „Toothfriendly“ in the webshop, it correlates with Toothfriendly-labelled confectionery products which are then recommended to the consumer by an automatic algorithm. The direct link from toothpaste to gum or candy is attractive for confectionery manufacturers, as oral care products often enjoy high credibility among consumers.

And how does one improve visibility in e-platforms? Online market places such as Alibaba or Amazon have a different search algorithm than Google. When a buyer searches for a product, results are ranked according to relevance to maximize sales per consumer. In order to have a high ranking on online sales platforms, you need to optimise your product listing. By providing relevant and complete information for your product (vegan, non-GMO, organic, Toothfriendly...), you can increase your product's visibility and sales. It's worth putting the effort into getting this right as a great product description will increase the customer's value perception of the product and therefore the chance of repeat purchase.



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