

Toothfriendly



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Top ten toothfriendly
TRENDS
that shape our future



sheril leemann

Toothfriendly
labelling explained

EFSA says "yes"
to dental claims



TOOTHFRIENDLY NEWS is the annual newsletter of the non-profit association Toothfriendly International.

Toothfriendly International is dedicated to improving oral health by promoting non-cariogenic nutrition and dental hygiene. The association owns the worldwide right to license the "Happy Tooth" trademark for guaranteed toothfriendly products

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Editor's view



The trends that shape our future

Each year at this time companies look into the new year with a review of figures and results of the past months. While some of us look at the developments of the 'credit crunch' year 2009 with certain numbness, most of us feel optimism for 2010.

Over the next few pages we set out what we believe were the most eye-striking trends in the field of toothfriendly confectionery in the year 2009. These are product launches that we believe may also shape the future direction of the confectionery business in larger scale.

It is clear to us that – with or without recession – the toothfriendly concept is still full of possibilities. The launch of new ingredient combinations and whole new product categories (chocolate, soft drinks) keeps us optimistic for the future.

In 2010, we can count 49 companies as members of Toothfriendly International – an increase of 15% over the previous year. The increasing sales volumes of toothfriendly sweets sold around the world is the second strong indication that sugar-free and "toothfriendly" will remain a top trend this year.

As every year, we will showcase the latest product developments at the ISM fair in January. Come and visit us at the Toothfriendly booth between halls 10 and 11!

Kati Weiss
Toothfriendly International



ISM - for some a trusted business platform, for others a chance to see the latest developments of the industry. Either way, please visit us at Stand B4, between halls 10 and 11.



Top 10 trends in toothfriendly sweets

Over the next few pages we set out what we believe are the most interesting product developments that will have an impact on the manufacturers of toothfriendly products over the year ahead.

In tough economic times marketers will have to work with constant budget pressure to make new product launches plausible. For candy manufacturers there are three alternatives available. First, one can launch nothing new until better times come. Secondly, one may focus on low-cost brand extensions. Finally, there are companies which decide to create new brands with

maximum innovation appeal. Last year, most manufacturers chose the second option which buffers the highest risks involved. Perfetti van Melle, for example, decided to launch its new Crystal layer-candy under three of its popular sugar-free brands: Smint, Mentos and Golia. As long as the benefit ("fresh breath", "healthy teeth") is the same as the mother brand's, a multiple

brand extension strategy makes perfect sense: product development costs can be split among several brand teams. Like Perfetti van Melle, most confectioners will stick to a simple brand extension strategy also in 2010. This approach makes sense especially in these financially tough years when even the biggest of companies have to streamline R&D and marketing budgets.

1. Black is back

The rapid emergence of black labels on confectionery shelves is a phenomenon made all the more impressive in that it has brought premium products back in business - and this in the difficult economic times.

While black product labels can be eye-striking, consumers will have certain expectations when they choose dark colors. Firstly, consumers associate black with luxury and superior product quality. Secondly, many consumers expect black labels to symbolize extra strong flavours or - especially in many North European countries - licorice flavours.

One of the key lessons confectioners have learned during the past five years is that package innovation is hugely important when differentiating a new product. A brand which excels through individualized style is also a brand which can claim a premium price in the market.



3. Flagging-up the “good” sweets

Nestle joins the ranks of confectionery companies focusing on flagging-up toothfriendly products. The challenge to make the product label signal that a confectionery is the healthiest choice has been met with the debut of the Toothfriendly logo in Nestle’s Bolibomba range in Venezuela. Translated as “Dientes sanos - testado”, the Toothfriendly symbol is for the first time attached to an endorsement of the Venezuelan Dental Association. The new Bolibomba package labels were introduced in Summer 2009, and the range includes six sugar-free flavours.



As demonstrated by Nestlé’s Bolibomba brand, it is possible to combine the “Toothfriendly tested” label with an endorsement of a local dental association.

4. Confectionery goes beverage



Every year, trendspotters say that consumers are “finally” becoming more experimental and open to new flavours when choosing and consuming foods. While it may be true that confectionery consumers enjoy variety, a fact is that most popular flavours in hard-boiled candies remain the traditional ones; the flavours we grew up with.

Yet, how should one innovate if too exotic flavours simply do not sell? Swiss Halter Bonbons shows subtle creativity by expanding its sugar-free candy range into popular beverage flavours: ice tea, cola and coffee. Using a familiar yet unexpected flavours makes the marketers’ job much easier as consumers barrier for trial is lower.

5. Naturally healthy

Acknowledging that consumers’ perceptions of sugar-free chewing gum have changed, Cadbury is breathing new life into its V6 range – the brand that has been hammering a dental message in Denmark and Switzerland since the 1980s.

As part of its “naturally healthy” proposition, Cadbury has created a new sub-brand Origins which highlights a shift to natural ingredients.



Products being “free from” artificial additives and preservatives is one of the single biggest trends in food business today.

6. Rejuvenating old brands

Breathing life to old, stagnating brands is a challenge faced by product managers all over the world. More often than not, marketers to try to rejuvenate them with a message of health and wellness. Ferrero, for example, is repositioning its Tic Tac brand by creating a “premium”

sugar-free variant of its well-known breath freshener. In addition to low-calorie content typically associated with the Tic Tac brand, Liberty offers an additional benefit of being toothfriendly - a benefit which is obviously relevant to most consumers and it is one that is particularly motivating to women.



7. Dental benefits with sugar?

Spotting a gap in the kids' market for all-natural toothfriendly chocolate, Italian La Suissa has created a chocolate treat that offers taste without any risk to teeth. Containing no intense sweeteners or polyols, the toothfriendly chocolate is finding favour with the health-conscious Italian mothers.

Like so many chocolatiers, also La Suissa knows that parents seek out healthier sweets for their children. The company found an unoccupied niche for offerings that combined the benefits of being safe for teeth, all-natural and good-tasting. The idea for the ChocoSmile followed, and the company set out to develop a chocolate that would fulfil the criteria.

ChocoSmile is sweetened with isomaltulose, a disaccharide (sugar) which has the unique ability to not be fermented by the oral bacteria. Isomaltulose also has the benefit of being a non-laxative sweetener.



8. When will the xylitol train run out of steam?

The concept of "100% xylitol" has been a difficult proposition to sell to consumers. Despite the recently approved caries risk reduction claim approved by the EU regulators, the product is a hard sell – thanks to its high price. As any marketer knows, while consumers might say in focus groups that they put care on their dental health high on their priority list, what they buy in the supermarket is mostly based on price and taste - and hence expensive 100% xylitol claim has stayed a micro-niche proposition.

Furthermore, as the European regulators have granted a caries risk reduction claim to 100% xylitol-sweetened gum only – candies are totally excluded – marketers which now use a combination of polyols may have to ditch the use of xylitol-related claims completely.



As the JetGum range of Lidl, most toothfriendly chewing gums sold in Europe are sweetened with a combination of different polyols.

Skai gum is a trademark of Swiss-based Chocolat Frey.



9. Energy gums - fad or future?

An array of new energy gum have hit the shops in Europe in the past few months. Are we talking about a Red Bull rival on the confectionery shelf? Hardly. Most energy gums come with a claim to "boost mental performance", but deliver more in masculine product design than in actual physiological benefits. Nevertheless, energy is an interesting buzz word that appeals particularly to young adolescents - and men.



10. Private label gets a facelift

Private labels are annexing more and more shelf space in European supermarkets. This development can only partly be explained by the economic downturn; private labels not only score better with price-sensitive customers, but they also catch up on innovative product design.

Private label marketers normally face two challenges. First, consumers associate private labels with a lower quality. Secondly, small marketing budgets allow little room for promotion. An eye-catching product label is often the easiest way to get consumer attention. This was also the case with Larry's, the sugar-free range of Swiss retailer Migros. The strikingly modern look was designed by F. Hunziker, one of Europe's leading private label candy manufacturers.

Toothfriendly labeling explained

The trend to mention a product's contribution to dental health is gaining momentum among confectionery manufacturers. This article gives insight on one special certification mark: the Happy Tooth logo.

Most of the current industry interest in the Toothfriendly concept can be traced back to Switzerland, where academic research on sugar-free confectionery has evolved into a consumer communications effort – and where the industry has seized upon it with enthusiasm as a marketing tool. In particular the Happy Tooth seal on product labels, initiated over twenty-five years ago, has gained widespread attention among confectionery manufacturers.

The Happy Tooth is the brainchild of an alliance between four Swiss Dental Universities. In 1989 the partners jointly formed a non-profit organization Toothfriendly International to build awareness of the symbol and license its use on confectionery products. Companies taking part in the Toothfriendly program have the symbol embossed on their product labels and can use it in their marketing. The symbol signifies that a product has been tested in an accredited laboratory and guarantees that it has no risk to teeth. To be eligible to carry the Happy Tooth logo products must be:

- **non-cariogenic**
- **non-erosive**

The products of confectionery manufacturers such as Ricola and Cadbury were among the very first to carry the Happy Tooth symbol on their labels. Today, more than two decades later, more than 50 companies offer brands that carry the symbol worldwide.

Credibility through science

There is probably no-one who has done more to popularize the Toothfriendly concept than Prof. Bernhard Guggenheim of the Center for Dental and Oral Medicine and Cranio-Maxillofacial Surgery at the University of Zurich. While being widely-recognized as one of the world's experts on oral microbiology, it was not enough for him to engage scientific projects only: "Our big aim was to get the confectionery industry involved. In the early 1980's it was crucial to create marketing mechanisms to support the take-off of sugar-free sweets", recalls Prof. Guggenheim.

The "toothfriendliness" of a product is tested by means of intraoral pH telemetry. Applying a standardized method, the plaque pH is measured at least in four volunteers during and for 30 minutes after consumption. The product should not lower plaque-pH below 5.7.



Picture: BENEOPalatin

Prof. Guggenheim has dedicated much of the past 25 years to deepening the industry's understanding of the criteria and test method behind the Toothfriendly endorsement.

Even today, the most reliable way to test the dental risks of a product is by means of the intraoral plaque-pH telemetry method. This test is generally recognized by the dental profession for identifying foods or food ingredients that cannot be fermented by the micro-organisms in the dental plaque to tooth-destroying acids.

Companies which apply for the Happy Tooth seal have their products tested by an accredited laboratory such as the University of Zurich. Accepted laboratories use a standardized procedure and have had their data quality verified by Toothfriendly International. The downside of the acknowledged method is its relatively high cost. Universities which run the test charge approximately 4500 Euros for the first product (a full test with 4-6 volunteers) and around 1500 Euros for further flavors of the same product range (a follow-up test).

Dentists' endorsement

The early commitment of the dental community has paid dividends in making the Happy Tooth symbol a credible marketing tool for confectionery manufacturers. A recent survey conducted among German dental professionals revealed that 83% of dentists claim to inform their patients of the meaning of the logo.

"It's extremely satisfying that the message is getting out through opinion leaders," says Prof. Guggenheim. "The fact that there now are healthier alternatives to sugar confectionery has not only boosted the industry's own profits, but it has also helped to decline the caries prevalence in many countries."

Prof. Guggenheim firmly awards credit to key opinion leaders who have stood behind the program since the very beginning: "We are now finally past those days when dentists condemned all sweets for rotting teeth. Today, dental professionals have embraced the Toothfriendly promotion on a very personal level, and many even keep a regular stock of toothfriendly sweets at their own practice."

Toothfriendly vs. sugar-free

In the past twenty-five years the sugar-free message has become an everyday marketing message – particularly in the chewing gum business, where it seems hard to find a product that doesn't mention dental benefits – but not necessarily in the way the dentists who initiated the Toothfriendly program had originally envisaged.

A visit to any European supermarket will reveal at least as many products that promote themselves as sugar-free but do not carry the Happy Tooth symbol as there are products that do carry the logo. Some are from small companies but many of the brands carrying dental claims without the Toothfriendly endorsements are produced by market leaders, such as Wrigley.

EU Health Claim Regulation: EFSA says “yes” to three dental claims on gum

The first batch of scientific opinions on health claims was published by the European Food Safety Authority (EFSA) last October. EFSA gave thumbs up to three dental claims on sugar-free chewing gum.

In a move that should make food marketing free of unsubstantiated health claims, the EU Food Safety Authority (EFSA) is currently reviewing around 4000 claims made by food producers. Most of the opinions it has published so far have dismissed the alleged health benefits – including health claims on probiotic foods.

EFSA’s positive opinions have been granted to health claims with well established scientific support. These claims refer mainly to functions of vitamins and minerals, but also to sugar-free chewing gum for maintenance of dental health.

EFSA approved the following claims:

- Sugar-free chewing gum supports localized tooth mineralization
- Sugar-free chewing gum reduces / improves dry mouth
- Sugar-free chewing gum supports plaque acid neutralization

EFSA found the following claims unsubstantiated:

- Sugar-free chewing gum protects and strengthens teeth and gums
- Sugar-free chewing gum is beneficial for weight management

This first batch of 527 opinions published in October relates to only around one quarter of the 4000 claims on EFSA’s assessment list. Many dental claims, including “non-cariogenic” or “toothfriendly” have not yet been assessed. The scientists of EFSA continue to evaluate the remaining claims, but there are only vague timelines for their publication - according to one estimate, the final batch of EFSA opinions can be expected in mid-2011.

EFSA’s opinions are ultimately passed on to the European Commission for final validation. The health claims with Commission’s approval are then placed on a list of permitted claims. In effect, all health claims which are not on the final positive list, will become illegal.



Can the Happy Tooth logo be used on product labels in the EU countries?

Yes. Firstly, the Happy Tooth mark and its complementary claim “tooth-friendly” are among the notified claims pending for a scientific evaluation of the EFSA. All EFSA opinions are expected to be published by the Summer of 2011. At least until then, all notified claims without a negative opinion by the EFSA/ EU Commission may continue to be made.

Secondly, the Happy Tooth logo is a registered trademark and as such it can continue to be used until 19 January 2022 (cf. Article 28 (2) of the Regulation).

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The reasons for the incomplete take-up of the Happy Tooth symbol by confectionery manufacturers are complex. In some cases products are sugar-free but do not fulfill the Toothfriendly criteria; this is mostly due to high amounts of citric or malic acids, or due to the presence of fermentable ingredients. Testing costs are also a bottleneck for small companies with wafer-thin margins.

One reason cited by some companies is that their sugar-free products might already be communicated as being “good for teeth” with alternative claims. As of 2007, however, confectionery companies within the 25 EU Member States have been subject to new, stricter laws governing the health claims

they are permitted to make on products. Any misleading dental claims or statements without scientific substantiation can be expected to fall under regulators’ scrutiny.

In contrast to unauthorized health claims such as “anti-cariogenic” or “pro-dental”, the use of the Happy Tooth trademark and the adjoining explanatory term “toothfriendly” have an established legal basis and may continue to be made throughout the EU – as well as in all of the 170 other countries in the world.

For further information on the Toothfriendly concept and the Happy Tooth symbol, please visit: www.toothfriendly.org

Quotations about testing?

Companies interested in pH-telemetry testing options may either contact Toothfriendly International (+41 61 273 77 07) or send an enquiry directly to one of the test centers:

University of Zürich
Prof. Thomas Imfeld
Tel: +41 44 634 32 75
e-mail: thomas.imfeld@zzmk.uzh.ch

University of Witten/Herdecke
Prof. Stefan Zimmer
Tel: +49 2302 926663
e-mail: Stefan.Zimmer@uni-wh.de

SweetPearl strategy shift pays off for Roquette

One year ago, French ingredient giant Roquette decided to revamp its polyol concept and build a “real brand” out of its best-selling ingredient maltitol. One year on and with sales going better than hoped, the company is now looking at a plethora of new products containing the company’s SweetPearl maltitol.

In 2008, Roquette rethought its maltitol strategy and decided to offer tailor-made business services along the ingredient. The company now boasts a wide network external experts such as trend-spotters, health experts and food scientists.

Roquette’s SweetPearl™ Project Manager Valerie Le Bihan told *Toothfriendly News*: “We offer much more than just a top-quality maltitol ingredient. Under the new concept we provide our clients full product development assistance including recipes, technological facilities or consumer survey results.”

According to Le Bihan, even many big players in confectionery business want ready-made concepts and lack the time for long product development processes. Small companies, on the other hand, often come with own ideas but lack the resources for product development.

Le Bihan is confident that the increased R&D support has a direct impact on product innovation on the market. “We can see from the latest sales figures that the market for maltitol-sweetened products is booming. According to Mintel GNPD data, there were 157 new product launches with maltitol in 2008, an increase of 40% over the previous year.”

SweetPearl™ is a premium ingredient in every respect, and the brand’s new visual look now supports this fact. Technical data is replaced by images that highlight the sensory benefits of maltitol as an appetising and inspiring ingredient.

Roquette emphasizes the superior taste of maltitol for a reason. A recent audited consumer blind testing conducted on 180 French consumers found out that 54% consumers preferred chocolate sweetened with SweetPearl™ when only 34% preferred the same chocolate with sugar. The result came as a surprise for many: can sugar-free chocolate really taste better than a traditional one?

“Many confectionery manufacturers still have unsubstantiated prejudices against sugar-free chocolate”, admits Le Bihan. “This is an old myth that we would like to bust. People change their mind after trying out chocolate based on SweetPearl™.”

To inform companies about the palette of possibilities with maltitol, Roquette has launched a new online platform at www.SweetPearl.com. “Consumer surveys, on-pack claims suggestions, technical and nutritional data are on-line”, explains Le Bihan. “The goal is also to give customised information to our clients in a password-protected area.”

According to Le Bihan, SweetPearl™ maltitol actually facilitates chocolate innovation by delivering a clean-tasting sweetness that intensifies chocolate flavours and enhances nutritional benefits. It does not require a major change in recipe or manufacturing process. Also, the texture and taste does not need to be adjusted through the addition of fats or intense sweeteners.

Maltitol cannot be fermented by oral bacteria, which means that it doesn’t create any of the right conditions for dental cavities. In fact, by limiting the effects of bacteria and the growth of dental plaque, maltitol actively promotes remineralization of tooth enamel. Products using SweetPearl™ can also claim toothfriendly benefits and display the “Happy Tooth* logo on label, provided the other ingredients within the recipe are also free from cariogenic or erosive properties.

Maltitol is sugar-free and toothfriendly, it contains 40% less calories than sucrose and leads to a low glycaemic response. Maltitol is especially useful in the production of toothfriendly sweets, including sugarless hard candies, chewing gum, chocolates, baked goods and ice cream. Find out more at www.sweetpearl.com



Pretty in pink

SweetPearl’s new visual image highlights the key benefits of maltitol: premium taste and attractive product applications.



Claim the benefit

Diabetic, toothfriendly, sugar-free or low-GI: Replacing sugar with maltitol opens up new possibilities for on-pack claims.

Roquette Group is a family enterprise specialized in toothfriendly polyols. The company is also one of the world’s major producers of starch and its derivatives. Roquette has production sites in Europe, Asia and North America, and markets its products in more than a hundred countries worldwide.

Singapore leads sugar-free candy consumption in South East Asia

Singaporeans have a sweet tooth for tooth-friendly confectionery, suggests the latest market data from Euromonitor: over 37% of all candies and 67% of mints are now sold as "sugar-free". When it comes to healthy snacking, Singaporeans have an edge over neighbouring Malaysia, Thailand, Philippines and Vietnam.

According to Antje Schröder, the Marketing Manager of BENEOPalatin in South East Asia, the growth of the Singaporean sugar-free market is driven especially by concerns about dental health and obesity.

"Singapore is often seen as South East Asia's health-conscious hub", Schröder says. "With high standards of oral health and the second-highest per capita income in Asia, Singapore's demand for sugar-free products is strong."

In Malaysia, sugar-free confectionery currently occupies 10% of the market, whereas Thailand and Philippines boast 8% and 6% market shares for sugar-free sweets, respectively. In Vietnam, the sugar-free candy market is still practically non-existing.

Despite the faltering economy, confectioners and market analysts say they expect the market for sugar-free products to continue throughout South East Asia.

"Toothfriendly sweets such as mints and lozenges are seen as a healthy and affordable indulgence, claims Schröder. "In recent years sugar-free products have been significantly improved in terms of taste, colour, texture and the choice of products available. Consumers who are looking for healthier alternatives do not have to compromise on taste anymore."

Sugar-free candy market (%) in South East Asia 2009

Singapore	
all sugar-free candies	37%
growth since 2004	+6%
Malaysia	
all sugar-free candies	12%
growth since 2004	+16%
Indonesia	
all sugar-free candies	10%
growth since 2004	+15%
Thailand	
all sugar-free candies	8.5%
growth since 2004	+56%
Vietnam	
all sugar-free candies	0.7%
growth since 2004	+230%

Sugar-free - Retail Value RSP - % breakdown
©2009 Euromonitor International

Cargill greets stevia approval

The recent stevia approval in France is bound to speed up product development with Rebaudioside A, the best-tasting component of the stevia leaf.

"We welcome the French approval for the use of rebiana. This approval comes after years of research and significant investment by Cargill to establish the safe use of steviol glycosides in food and beverages," said Zanna McFerson, assistant vice president, Cargill Health and Nutrition.

Truvia rebiana, which is 200 times sweeter than sugar yet toothfriendly, opens up a whole new category of zero-calorie natural sweeteners. Cargill's Truvia rebiana is currently available in the USA both in a tabletop sweetener and as an ingredient for food and beverage products. With the approval of rebaudioside A, Truvia sweetener will soon be available to French consumers. Switzerland was the first European country to launch stevia-sweetened products in 2009.

Isomaltulose in new beverage applications

New product applications with isomaltulose widen the horizon for food manufacturers. Besides chocolate, isomaltulose can now also be used in toothfriendly beverages such as ice teas, flavoured waters or cocoa drinks.

Isomaltulose is the only fully digestible low GI carbohydrate that provides prolonged energy release in the form of glucose while being completely toothfriendly, as approved by the FDA (Food and Drug Administration).

A beverage can be labelled as "toothfriendly" only if it demonstrably causes neither caries nor dental erosion. Consequently, the product concept has to be built on a formulation which does not contain any fermentable sugars nor unacceptable amounts of citric or phosphoric acids.

As a bulk sweetener isomaltulose provides excellent mouth feel which usually lacks from beverages sweetened solely with intense sweeteners. However, as isomaltulose has a sweetness level only half that of sucrose, some intense sweeteners may be needed to round up the flavour.

In toothfriendly beverages, the limitation on acid use is more difficult to overcome, as relatively low levels of acid can attack the dental enamel. For the formulation of a toothfriendly beverage, acids with no or low buffering capacity are required. Adding cal-

cium will compensate only for some but not all the negative dental effects of the acids. Therefore, adding calcium salts and thickeners is not a solution. The most effective measure is to lower the acidity of the product. This, however, may have implications for the microbiological stability of the product, except if aseptic packaging can be guaranteed.



With the launch of Good for Me drink, Swiss retailer Migros added a new member to its successful beverage family, and at the same time launched the first soft drink to make an explicit connection to healthy teeth.



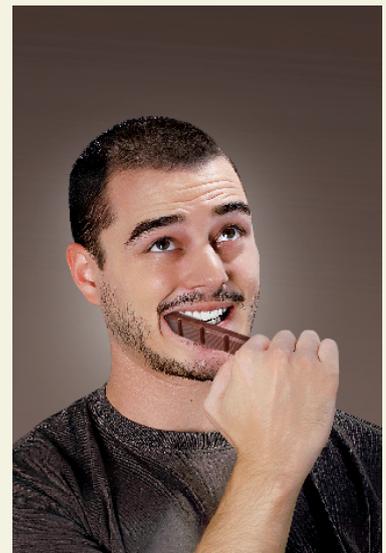
30.000 Schoko-Minis sold in Germany

By making toothfriendliness its foundation, the single-wrapped 8,5 gram chocolate bar has attracted a huge fan base among dental professionals in Germany. Within three months, over 30'000 toothfriendly "Schoko-Minis" of Confiserie Weibler were sold to dentists throughout the country. The product was on offer exclusively via the online shop www.zahnmaennchen.de.

„Health-conscious patients are more than surprised to receive chocolate from their dentist“, says Hedi von Bergh of the German Aktion zahnfreundlich e.V. Along with a good taste, innovativeness has been the key success factor for the soaring sales of the first German dentist-approved chocolate. Reason enough for Weibler to create two further seasonal hits. "Our first stock of 500 toothfriendly advent calendars were sold out within days", says von Bergh. "Also the frog-shaped chocolate lollipops have hit the spot."



The tooth-friendly advent calendar is sold through the online shop of the German Toothfriendly association.



Toothfriendly ad campaign wins bronze in Turkey

The Turkish Toothfriendly association "Dis Dostu" has won a prestigious media award for the "Choose Toothfriendly Sweets" campaign created by its advertising agency TBWA. This powerful print and poster campaign was designed to raise awareness of the cariogenicity of sugar-containing confectionery products in Turkey.

Selda Alemdar, Project Manager of the Turkish Toothfriendly association, commented: "We worked to create an emotional campaign that was unique and would make individuals consider changing their eating habits. Caries prevalence is currently high in all Turkish age groups, and effective oral health promotion strategies are needed to improve the situation."

"Winning this awards is an incredible complement to the devotion of the Toothfriendly team here in Turkey. As a non-profit association, we have been fortunate to present the outdoor poster campaign in Istanbul free of charge. This award gives us the motivation for further PR activities to increase the awareness of toothfriendly sweets."

Dentists say "yes" to toothfriendly sweets

German dentists have a sweet tooth for toothfriendly products, was the outcome of a survey conducted during the world's largest dental fair IDS in Cologne last March. Four out of five dentists say that they actively recommend sweets with the "Happy Tooth" symbol to their patients.

Dentists are now also developing taste for chocolate, suggests the blind testing of Weibler's new toothfriendly chocolate. Nine out of ten respondents gave a verdict "good" to "very good" when asked about the taste.



Which package would you choose?

65% of the respondents chose the package on the left. When asked for the reason of their decision, the majority of the respondents (84%) said they chose the package because of the prominent "Happy Tooth" symbol.

Swiss dentibus revamped

The communal dental clinic in Basel has modernized its mobile equipment and revamped its "dentibus" with a huge Happy Tooth symbol. The bus will provide cleanings and operative work for all pupils in primary schools in the city of Basel.

The dental bus is actively supported by the Swiss Toothfriendly Association - Aktion Zahnfreundlich - which provides the oral health educators with educational material and toothfriendly product samples.



Holland: Consumer health fair visitor record

New visitor attendance record and top marks for the biggest consumer health event in the Netherlands: Gezond Leven 2009 gathered over 20.000 visitors under its roof on 22-24 January 2009.

The fair was a success also for Toothfriendly International. According to a survey conducted among the visitors, 95% of the respondents rated the Happy Tooth logo as "easily recognizable quality seal for toothfriendly sweets".

China opens new Toothfriendly test lab

The first Chinese pH-telemetry testing laboratory recognised to reach international standards for testing foods and beverages that apply for the "safe for teeth" claim will be opened in 2010 at the Beijing University Dental Hospital.

Beijing University Dental Hospital is soon opening a new facility for measuring toothfriendly foods. The test center measures the cariogenicity and erosiveness of common foods and beverages. Products which do not lower the plaque pH-value below 5.7 fulfil the criteria of the Happy Tooth trademark and may be labelled as "toothfriendly".

"The new test centre provides scientifically robust and independent data which meets also Western standards" said Dr. Albert Bär, the Director of Toothfriendly International.

The Chinese laboratory staff has been trained and equipped by Prof. Thomas Imfeld of the University of Zurich. "Thanks to the knowledge transfer from Switzerland, Chinese confectionery manufacturers now have the same quality standards for products which are safe for teeth", commented Dr. Bär.

The pH-telemetry test has already been anchored as part of the revised health claim guidelines for companies manufacturing oral care products. In China, sugar-free chewing gum products which have successfully passed the plaque-pH telemetry test enjoy the status of an "oral health product".



The Chinese test facility is the fourth in a series of international plaque-pH telemetry stations (following Zürich, Witten and Sendai), disposing of state-of-the-art equipment needed to measure plaque-pH in vivo during and for thirty minutes after consumption of the product using an indwelling pH electrode.



**Guaranteed
toothfriendly.**

www.toothfriendly.org

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