



Toothfriendly

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



Dr. Bär is the Director of Toothfriendly International and an expert in the field of Food Scientific and Regulatory Services.

Winds of Change

At Toothfriendly International, we often say that change is the only constant in life. Just think about the recent changes in consumer trends, food legislation or company ownership structures ("Mondelez who?").

And sometimes – like right now – we encounter a whole bunch of people-related changes all at once. In this Newsletter we present you the new head of the pH-telemetry station of the University of Zürich – Prof. Thomas Attin – as well as the newcomers in our young and motivated office team in Basel.

I'm also happy to welcome a brand new President to our association: Prof. Stefan Zimmer, a researcher, teacher and practitioner of preventive dentistry, has taken the command in the Executive Board of Toothfriendly International after the retirement of Prof. Bernhard Guggenheim.

But the change doesn't stop there! New ingredients (page 6) and new product launches (page 7) keep us busy. On pages 10-11 we also reveal to you the greatest milestones in our own thirty-year history. Read on!

Dr. Albert Bär
Toothfriendly International



New study: maltitol-sweetened gum may remineralize

A new 6-month trial carried out in China has found that maltitol-sweetened chewing gum may be beneficial in caries prevention. The placebo-controlled study revealed that maltitol chewing gum may promote the remineralization of early caries lesions.

In the study – funded by Roquette and conducted by the Chinese Stomatological Association – over 400 primary school children with an early stage of dental caries were asked to chew different gums on a daily basis during six months. In order to assess the effect of each chewing gum, researchers used an image-based computerized method

which allows measuring the remineralization of demineralized areas of teeth with fluorescent light – a method which is both harmless and easy to use. At the end of the trial, the demineralization was least severe in the group which had chewed maltitol-based gums.

According to Dr. Bertrand Rodriguez of Roquette France, the study indicates that chewing gum sweetened with maltitol may play a useful role in repairing early caries lesions. “As long as the tooth enamel is not too much injured, the demineralization process may be reversed and further development of caries can be avoided”, he says.

Prof. Stefan Zimmer new President of TI

In March 2013, Prof. Stefan Zimmer from the University of Witten/Herdecke (Germany) was elected as the new President of Toothfriendly International. Prof. Zimmer continues in the footsteps of Prof. Bernhard Guggenheim who guided the association for over 20 years. Prof. Zimmer thanked his predecessor for his forceful engagement

and action-driven impetus.

„My aim is to cherish his legacy and continue to develop the association“, says Prof. Zimmer. „One key challenge for the future is to broaden the scope of the Toothfriendly certification both geographically and into new product groups.“



Prof. Imfeld retires - Prof. Attin new head of Zurich pH-telemetry station

After the retirement of Prof. Thomas Imfeld, Prof. Thomas Attin has been appointed as the new head of the Zurich University pH-telemetry laboratory. The Swiss lab is one of the three accredited stations worldwide to test foods and beverages with regard to their tooth-friendliness.

Prof. Imfeld established a laboratory that achieved international recognition

for clinical research on the tooth-friendliness of foodstuff and the efficacy of oral care products. To this date, pH-telemetry is regarded in human volunteers as the only reliable method to detect whether a food product has a cariogenic and/or erosive potential.

“Closing the station was not an option for us as the test facilities are relevant for confectionery manufacturers all over

the world”, says Thomas Attin, a professor at the University’s Dental Institute who took over the supervision of the test station after the retirement of Prof. Thomas Imfeld in December 2012.

In order to evaluate the tooth-friendliness of foods and food ingredients, plaque acid levels are measured by a pH electrode mounted in a removable dental prosthesis. During chewing and up to 30 minutes after consumption of the respective product, the plaque pH should not drop below the critical level of 5.7.

In total, only three university institutes worldwide are equipped to perform such tests. Besides Zurich, pH-telemetry measurements are done at the University of Witten/Herdecke in Germany and at Beijing University Dental Hospital in China. A further station is planned to be opened next year in Bangkok, Thailand.



Prof. Thomas Attin (left) is the new head of the Zurich telemetry station after the retirement of Prof. Thomas Imfeld.



Laia Grao (left) and Claudia Uebelmann are the newcomers in Toothfriendly team.

New faces at Toothfriendly

The Toothfriendly team has taken on a few new faces. In June we found Laia Grao who moved from Spain to Switzerland recently. Laia is motivated to expand the Toothfriendly spirit in the Spanish-speaking world: one of her first assignments was to present Toothfriendly at the Confitexpo fair in Guadalajara, Mexico.

New Swiss manager Claudia Uebelmann couldn't have chosen a better time to jump aboard at Aktion Zahnfreundlich, the Swiss Toothfriendly Association. After three successful decades in confectionery certification, the association now plans to widen its horizon in the field of Swiss caries prevention.

FLABEL-study: Visual labels have best effect on consumer behaviour

Visual cues have the best chances to be noticed on the product label – simply because most consumers do not bother with scientific jargon.

Research carried out by the Food Labelling to Advance Better Education for Life (FLABEL) project – an EU-funded project which explored the impact of food labelling among consumers in Europe – states the obvious: consumers are not very interested in nutritional information.

The FLABEL researchers came from a wide range of leading European research organisations, including ten universities, as well as retailers. In one study the researchers sent people into one of a number of test stores with a shopping list and an eye tracking device - so that the researchers could see exactly which parts of the labels people were actually looking at and for how long they looked at them.



The results, say the researchers:

- the average length of time people look at a particular package is not long – about 1 second!
- Only 10% of the people actually look at the nutrition label at all.

Dr. Albert Bär, Director of Toothfriendly International, agrees: "Most consumers just don't take the time to read the small print. They prefer simple visual cues over complicated claims and respond to them better."

TI around the World



Germany, IDS Last March, Toothfriendly International participated at the 35th International Dental Show, the most important trade show of the dental industry taking place in Cologne (Germany) and gathering over 100'000 visitors from all over the world.



Turkey, FDI Last August, over 16,000 dental professionals visited the Toothfriendly booth at the annual FDI World Dental Congress held in Istanbul.



Mexico, Confitexpo Last July, Toothfriendly joined forces with Beneo and Palsgaard at Confitexpo, the trade show that gathers the Latin American confectionery industry under one roof.



Can stevia candies overcome the taste barrier?

In the past three years, stevia has made headlines as it takes market share from aspartame and other intense sweeteners, driven by consumers' interest in natural-source sweetness. In the confectionery market, Ricola joined the users of stevia last year when introducing its licorice-flavoured lozenge on the German market.



Other stevia-converts include Pastiglie Leone, an Italian manufacturer of traditional hard-boiled candies and German Ragolds with its re-launch of sugar-free Velamints.

Common to all three products is the prominent use of claim "sweetened with stevia" on the product label. Intense sweeteners are still a dark cloud for some consumers, and the fact that stevia is a zero-calorie sweetener that is not "artificial" decides it for them.

However, stevia still has one key barrier – taste. Stevia lends an aftertaste that some compare with licorice, and most consumers who have tasted stevia-

based table-top sweeteners say that they are plain awful.

So far confectionery companies have used two approaches to overcome the taste barrier: limiting the use of stevia in the product formulation to minuscule amounts or choosing licorice-like flavours to mask the aftertaste.

Some even claim to be highly successful in masking the stevia notes: "Our stevia products have been a sales bomb beyond our rosiest expectations", confirms Morena Mistrangelo of Pastiglie Leone. "In fact, we are about to expand the product range with new flavours in 2014."

EFSA backs dental health claim for Nutriose®

French ingredient company Roquette's soluble fibre Nutriose® has received a favourable opinion from EFSA concerning a 13.5 health claim. According to EFSA's panel, Nutriose® could aid tooth mineralization when replacing fermentable carbohydrates.

The specific claim for which EFSA issued a favourable opinion states that:

„Consumption of food/drinks containing “non-fermentable” carbohydrates instead of sugar may help maintain tooth mineralisation by decreasing tooth demineralisation“.

In order to bear the claim, foods or beverages containing Nutriose® should not lower plaque pH below 5.7 during and up to 30 minutes after consumption, nor lead to dental erosion.

Nutriose® is a tasteless dextrin derived from wheat and maize containing up to 85 per cent fibre. It was developed to replace sugar in

high-calorie products such as biscuits. In confectionery applications, Nutriose is particularly suitable for use in sugar-free, low-calorie jellies and gums. Nutriose® has been confirmed as «safe for teeth» by Toothfriendly International more than two decades ago.

Sophie Chesnoy, Nutriose Development Manager, points out that:

“Roquette proactively supports and promotes the recognition of its products' health benefits. This is our first health claim application and EFSA's opinion is an encouragement to us to make headway on other projects. Our priority is innovation for the benefit of our customers and the health of the consumer.”



Article 13.5 health claims

Claims based on new scientific data. Article 13.5 of the regulation states: new health claims may be included in the list of claims already authorised on the basis of the submission to and for assessment by EFSA of a scientific dossier.



Smint goes strawberry in Spain

Spain and UK are the first markets to introduce the new juicy strawberry flavor of Perfetti van Melle's flagship dental micro mints. The sugar-free, Toothfriendly-certified Smint brand is currently available in 22 countries.

Original mints enter Hong Kong

Sanotact has introduced a new mint range branded „Impact Original“ in South East Asia. The mints come in three flavors - spearmint, peppermint and strong mint. Spiced up with xylitol, calcium and magnesium, the mints are guaranteed Toothfriendly.



Kervan expands No Suga in Turkey

Kervan muscled into the mastic chewing gum market dominated by Falim (Mondelez) in Turkey. With the introduction of several new flavors, No Suga is forging a strong presence in kiosks and food stores selling the single-wrapped gums.



Plop is no flop in Ecuador

What began as a popular lollipop for kids has evolved into a stylish chewing gum concept for young adults in Ecuador. Sugar-free and Toothfriendly-certified Plop gums wrapped in elegant black labels is a good example of the rapid development of the Latin American gum market.

Jutejia guards teeth in China

China saw the launch of another Toothfriendly-certified candy last year. „Teeth Guard“ from Shenzhen-based Jutejia comes in four fruity flavors and was introduced to the market last June.



Mentos with core benefits in Sweden

Perfetti van Melle is expanding its Toothfriendly Mentos Gum range with new flavors and formats. The XL-sized Fruit Core gums contain a juicy filling with apple powder and xylitol crystals.

Toothfriendly private label awards

If you outsource your confectionery production, you want to start with the very best private label manufacturers. There are many low-cost manufacturers out there, but we have narrowed it down to five with top-notch Toothfriendly qualifications.



Best hard-boiled candies:

F.Hunziker 

Hard-boiled sweets, in almost every possible shape and colour – that is the key competence of F.Hunziker, a private label manufacturer who has supplied Switzerland's biggest supermarket chain Migros since 1945. The company is known for its innovative product concepts. For example, F.Hunziker holds a patent for a candy formula that is pH-neutralising and remineralising, and has developed an award-winning anti-halitosis candy.



Best chewing gums:

Chocolat Frey 

As opposed to what you might expect from the name, Chocolat Frey produces some of the world's finest chewing gums for both the Swiss and international consumers. In Switzerland the company boasts an impressive market share of 43% with its private label gums produced for Migros. All chewing gums are sugar-free, and – when needed – come with a Toothfriendly certificate.

Best overall concept:

Roelli Roelli 

Need a whole product concept and someone to design it for you? Roelli Roelli is your one-stop confectionery shop for all things sweet from a single source. The two brothers that co-manage the company – Kristofer and Andreas Roelli – claim to carry every product type, every recipe and every packaging. After being twenty years in business, the Roelli brothers have managed to set themselves apart on something more than price alone: a recognisable, distinctive profile.

Best medicated candy:

Domaco 

Sometimes it takes more than sugar to make the medicine go down. Thanks to its GMP Swissmedic certification, Domaco is able to produce sugar-free OTC lozenges and other sweets in accordance with legal regulations for pharmaceuticals, or relevant country-specific regulations.

Best kids' product:

Zile 

Confectionery manufacturers have often struggled when it comes to developing "sugar-free" product formulations in children's category. The Swiss toffee specialist Zile proves them wrong: the company has been successfully producing sugar-free and Toothfriendly-certified chewy candies for Migros since nearly two decades. The single-wrapped Smams toffees not just taste great but also fulfill the parents' desire for healthier sweets.



private label



Swiss Migros leads the way

MIGROS

It is not a coincidence that all award-winning private label manufacturers come from Switzerland. When the sugar-free confectionery segment was booming in the 1990's, the leading Swiss supermarket chain Migros made a strategic decision to signpost its complete sugar-free confectionery range with the Toothfriendly seal. Admittedly, Migros was not the first retailer to offer Toothfriendly-certified products, nor were its private label products always particularly innovative. But the strategic decision of Migros was significant for two reasons: first, it sky-rocketed the Swiss consumer awareness of the Toothfriendly seal to over 80% in no time; and second, it reveals how strong retailers can change the rules for a whole industry. Today, over 90% of all Swiss chewing gums and around 80% of all hard-boiled candies carry the Toothfriendly seal. The country boasts an impressive sugar-free confectionery segment compared to other European nations. After Spanish consumers, the Swiss are the most likely ones to grab the sugarless product on the confectionery aisle. Such health-consciousness has undoubtedly its roots in the decision of Migros to support the Toothfriendly campaign in Switzerland.

Celebrating 30 Years of Toothfriendly Certification

Last year marked the thirtieth anniversary of the launch of the first Toothfriendly-certified products. In the past three decades, the Toothfriendly logo has found its way into many new markets and product groups.

1982 Association

In 1982, four University Dental Institutes established the association Aktion Zahnfreundlich («Toothfriendly Action»). The goal was to label Toothfriendly sweets with the eye-catching Happy Tooth logo.



1982 Test center

In 1982, the first pH-telemetry test institute was opened at the University of Zurich to enable the measurement of toothfriendly products in human volunteers.



1992 Asia

In 1992, the Toothfriendly logo made its big debut in Asia. New action groups were established in South Korea and Japan, and later also in China.



2001 Charity

In 2001, the first Toothfriendly social project was initiated in Turkey. Disler Yolunda («Every tooth is alright») provides free dental care and education for underprivileged children.

2005 Dental products

In 2005, the first tooth brush and toothpaste were labelled with the Toothfriendly seal. To make sure that each product is safe and effective, an independent Advisory Board evaluates each case to ensure that manufacturer's claims are backed up by reliable scientific evidence.



2008 Pacifiers

In 2008, the first pacifier was certified as Toothfriendly. A 27-month comparative study demonstrated that a pacifier named Dentistar does not provoke open-bite because it reduces the pressure on jaw and teeth.





1983 First candies

In 1983, the first candies and chewing gums with the Toothfriendly logo appeared on the Swiss market. One of the early innovators was Ricola, a manufacturer of sugar-free herb drops. Today, Ricola successfully exports its Toothfriendly lozenges to over 50 countries.



1989 Europe

In 1989, a new association – Toothfriendly International – was established to license the Toothfriendly trademark to companies outside the Swiss borders.



2004 Dentists

Since 2004, dental professionals have the possibility of becoming supporting members. Today, the national Toothfriendly associations count over 1000 individual members worldwide.



2008 Fluoridated salt

In 2008, the Toothfriendly logo appeared as endorsement on the first fluoridated salt product in Germany. Fluoride demonstrably strengthens tooth enamel and reduces the harmful effects of plaque.



2010 Beverages

In 2010, the first successful Toothfriendly beverage was introduced by the German baby nutrition specialist Hipp. Hipp's baby teas are sweetened with isomaltulose, a non-laxative carbohydrate which is guaranteed Toothfriendly.





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