TOOTHFRIENDLY INTERNATIONAL

Contact us:
+41 61 273 77 07
contact@toothfriendly.ch
Our Vision and Mission

VISION

• Better oral health for all people

MISSION

• To enable people to “do the right thing” – throughout their life - for maintaining oral health (“Make healthy choices easy choices”)

• To motivate providers (i.e. industry, health care professionals and educators) to come up with products, services and information that enables people to "do the right thing"
INTEGRITY

• We are ethical, honest and reliable in our relationships with stakeholders

HEALTH MAINTENANCE

• We ensure that the Toothfriendly logo is used only in relation to products and services which support our mission

SCIENCE-BASED APPROACH

• We ensure that all our transactions are not in conflict with current scientific knowledge
Our Values

**EXPERIENCE**

- We cooperate for more than 30 years with the dental profession and the industry internationally

**TRUSTWORTHINESS**

- We strive to act in a manner that builds trust with our customers because this is key to our business
Our Strengths

- Internationality
- Independency
- Visual and emotional message
- Recommended by health professionals
- Not profit-oriented, but business-minded organisation
- Personal relevance
- Setting standards
Toothfriendly International

- Toothfriendly International is a non-profit association established in 1989 with seat in Basel, working for better oral health
- We promote preventive measures which include regular oral hygiene, appropriate dietary habits and regular check-ups by a dentist
- We license the Toothfriendly Mark for use on the labels and in advertising of products which are safe for teeth, i.e. non-cariogenic and non-erosive

Dr. Albert Bär, Executive Director
Toothfriendly Organisation

Toothfriendly International 1989
Toothfriendly Foundation 2004

National Associations

Germany 1985
Turkey 1997

pH-Test Stations

Switzerland UZZ
Germany Witten/Herdecke

Interest Groups

Japan 1993
Korea 1994

China 2012
Greece 2012

China PDUH
Thailand Chulalongkorn
Toothfriendly Test

- Toothfriendly ➔ Non-cariogenic and Non-erosive

- pH-Telemetry Test = measurement of the plaque-pH and the exposure of the teeth to food acids *in vivo*
Toothfriendly when...

- ...pH of the plaque remains over 5.7
  - NO cariogenic potential

- ...acid load on the tooth surface remains below 40 µmol H⁺ x min
  - NO erosive potential
Over 100 products worldwide are accredited with the Toothfriendly logo
Industry members / Licensees

Among others...
Beyond Confectionery Products

• Oral care products carrying the Toothfriendly logo must be safe and effective

• Each product is revised and approved by the Scientific Advisory Board
Benefits of TI Logo

The Toothfriendly logo communicates a message that is:

• Supported by dental associations and opinion leaders

• Relevant to every consumer (healthy teeth)

• Easy to understand by any consumer

• Simple to apply under all circumstances
Toothfriendly Activities

- Presence at international confectionery fairs and dental events
- PR and communications: annual newsletters and Toothfriendly International in the media
- Educational material distributed by dentists
- Public awareness campaigns
95% recognize the logo

"Toothfriendliness" third most important buying criteria after taste and consistency

67% spontaneously choose product label with large Toothfriendly logo

Market survey: marketagent.com, November 2010
n= 1122 net interviews across Switzerland
Market Surveys

- Awareness / knowledge of the logo

Q: “Does this logo clearly communicate that a product is Toothfriendly? ”

Consumer survey, the Netherlands (January 2009)
Market Surveys

- Different products with or without the Happy Tooth logo

Q: “Which product would you choose?”

Dentist survey, Germany (March 2009)

- 65% chose A (with logo)
- 13% chose B
- 22% chose No answer
Market Surveys

- Same product with or without the Happy Tooth logo.

Omnibus consumer survey in Spain (2002)
Q: “Which package would you most likely buy?”

Orbit

- Small logo: 30%
- Large logo: 68%
- No logo: 0%

Halls

- Small logo: 20%
- Large logo: 50%
- No logo: 29%

n= 461 Consumers aged 15-35 who consume confectionery products regularly, Spain 2002
Q: “Did you have a reason for your choice?”

- **Orbit**: 57% By Chance, 41% For a reason, 2% Don't know
- **Halls**: 54% By Chance, 45% For a reason, 1% Don't know

**n= 461 Consumers aged 15-35 who consume confectionery products regularly, Spain 2002**
Positioning a Product

BENİM ADIM FALIM,
DİŞLERİN DOSTUYUM.
Conclusions

• The use of the Toothfriendly logo on the label and in the advertising of a chewing gum, candy or other product creates a value/image of the brand which it would not have otherwise.

• The Toothfriendly value can easily be understood by consumers (even children) and therefore, exists.

• The Toothfriendly logo establishes links (industry/dental profession; retailers/consumers; teachers/children; children/parents, etc.), which brand names or industry logos could never do.

• The introduction of Toothfriendly confectionary reduces the risk of complete bans on the selling of such products at schools or on TV advertising.
Thank you for making healthy choices easy choices!