Toothfriendly Certification
Making healthy choices easy choices
Guaranteed Toothfriendly

Consumers are increasingly seeking products with health credentials. One of the most effective ways to promote oral health is to signpost products with the Toothfriendly label.

The Toothfriendly logo was created in 1982 on an initiative of the Swiss University Dental Faculties to distinguish confectionery products that are safe to teeth, i.e. are non-cariogenic and non-erosive. In the same year, the first pH-telemetry test institute was opened at the University of Zurich to enable the measurement of Toothfriendly products in human volunteers.

Today, the Toothfriendly label is a trusted certification mark for dental products worldwide. It instantly conveys a clear and simple message: this product is safe for your teeth. Products which carry the Toothfriendly label have the support of dental organizations and are recommended by dental professionals around the world.
**Certification criteria**

**FOOD PRODUCTS**
Only products that are demonstrably safe for teeth may carry the Toothfriendly label. Foods, medicinal products and food ingredients can be considered safe for teeth if they are neither cariogenic nor erosive. These “Toothfriendly” properties are determined in a standardized in vivo plaque-pH telemetry test conducted by independent University Dental Institutes. Toothfriendly products may not lower plaque-pH below 5.7. The acid exposure of the teeth may not exceed 40 µmol H+ min. The validity of this test is generally recognized in the dental profession and is cited by reference in the US Code of Federal Regulations and in the EU Regulation on Nutrition and Health Claims.

**NON-FOOD PRODUCTS**
Non-food products which promote oral health in a relevant and demonstrable way may also carry the Toothfriendly label. Examples of such products include specially formed pacifiers or children’s toothpaste. Non-food products will be evaluated on case-to-case basis by an independent Scientific Advisory Board.

<table>
<thead>
<tr>
<th>ORAL CARE PRODUCTS</th>
<th>PACIFIERS</th>
<th>SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>In 2015, Toothfriendly International issued new guidelines for the certification of children’s toothpaste. The general provisions include e.g. a minimum level of bioavailable fluoride.</td>
<td>In 2008, the first pacifier which does not provoke open bite – as demonstrated in a 27-month comparative study - was certified as Toothfriendly. The pacifier is sold under the trade name Dentistar.</td>
<td>Individuals or organisations (e.g. oral health educators or insurance companies) contributing to the actions and dental health programs of Toothfriendly International or one of the national associations may also carry the Toothfriendly label.</td>
</tr>
</tbody>
</table>
In the early 1980’s, the WHO began to encourage consumers to cut back on the amount of sugars in diet, particularly between meals.

In 1982, the Toothfriendly label was developed in Switzerland on an initiative of the Swiss University Dental Faculties. In the same year, the Swiss Toothfriendly Association was established in Basel.

Today, Toothfriendly International is an established non-profit association working for better oral health. Our trademark, the Toothfriendly label, is a signpost for Toothfriendly products and services, worldwide.

Want to ensure that your products fulfil the Toothfriendly criteria but don’t know where to begin? We will make it easy for you.

We have guided manufacturers of food and oral health products throughout the world for more than 30 years. Our team of experts is happy to share their expertise in R&D, food regulation and marketing with you.

If you have any questions or simply want to know whether your product fulfils the Toothfriendly criteria, please contact us. We are looking forward to help you!