



INFORMATION DOSSIER

GENERAL INFORMATION FOR CONFECTIONERY MANUFACTURERS
INTERESTED IN "TOOTHFRIENDLY" PRODUCTS AND THE USE OF THE "HAPPY
TOOTH" SYMBOL OF QUALITY

TOOTHFRIENDLY INTERNATIONAL

Toothfriendly International is a non-profit association established for the promotion of dental health. It is governed by representatives of the dental profession. Toothfriendly International was established in 1989 as Toothfriendly Sweets International, following the example of corresponding national associations (Switzerland 1982; Germany 1985). By now Toothfriendly International is represented with national associations or action groups also in Spain, Turkey, Korea and Japan.

For reaching its dental health objective, Toothfriendly International is promoting, inter alia, eating habits without risk of tooth decay. Toothfriendly International takes this mandate from the report of a WHO (World Health Organization) working group which recommended already in 1983 that "the marketing of low-sugar foods and snacks containing non-sugar sweeteners should be encouraged".

Toothfriendly International licenses the "Happy Tooth" logo to manufacturers and distributors of confectionery that does not harm the teeth. This logo facilitates for consumers the recognition of dentally safe products. The logo may be used on the packaging and in the advertising of products that have been tested and proven to be without significant cariogenic and erosive potential. The test is based on the measurement of the pH of dental plaque and saliva, *in vivo*.

TOOTHFRIENDLY FOUNDATION

The Toothfriendly Foundation is a recognized charity, and as such has been granted tax exemption. The foundation engages in social programs targeted at children and adolescents in needy regions.

The Toothfriendly Foundation obtains its funds partly from the manufacturers of toothfriendly sweeteners and other ingredients used in confectionery production, and partly through Toothfriendly International from licensing fees of the "Happy Tooth" logo. For the execution of specific projects, the Toothfriendly Foundation also seeks donations from other organizations or individuals and grants from government sources.

WORKING TOGETHER

Toothfriendly International and Toothfriendly Foundation pursue a common objective, namely the promotion of dental health. The Toothfriendly Foundation is responsible for the social, educational programs (caries prevention programs). Toothfriendly International is responsible for the more product and marketing related activities. As an association, it also serves as a platform for interaction between its members who support oral health objectives.

The "Happy Tooth" logo is the banner under which all programs and actions of the Toothfriendly Foundation, Toothfriendly International and the affiliated national organizations are carried out.

CONDITIONS FOR USE OF THE "HAPPY TOOTH" QUALITY MARK

The "Happy Tooth" quality mark is a registered trademark which may be used only on confectionery products which have been shown to be toothfriendly, i.e. non-cariogenic and non-erosive, in a standardized, scientific test. There are three independent university institutes which are equipped to perform this test.

Confectionery manufacturers, who wish to use the "Happy Tooth" quality mark on the label and in the advertising of their toothfriendly products, must have:

- (1) tested their product(s) for "toothfriendliness" at one of the three accredited test centers, and
- (2) concluded a license agreement with Toothfriendly International for use of the "Happy Tooth" mark on the label and in the advertising.

According to the license agreement, the user of the "Happy Tooth" quality mark will pay a license fee which may vary depending upon volumes sold and the territory of sale. Companies who are members in good standing of Toothfriendly International, enjoy a reduced license fee (about CHF 60.-/ton on average, which is equivalent to about Euro 40.-/ton).

BENEFITS OF USING THE "HAPPY TOOTH" QUALITY MARK

The use of the "Happy Tooth" logo provides several benefits:

- For **consumers** including young children, the logo serves as a reliable guide to toothfriendly confectionery.
- For **dentists**, the logo offers an easy means for providing positive dietary advice about confectionery to patients.
- For the **confectionary industry**, the logo represents a quality mark that helps communicate the products and the company's engagement for better dental health.

The "Happy Tooth" is a simple and efficient means for informing not only adults but also illiterate children about the "Toothfriendly" characteristics of chewing gum, candy, lollipop, mint or chocolate. The "Happy Tooth" conveys a superior value than the "sugar free" claim, which is often associated by consumers with less desirable properties such as less sweet, less taste and "artificial".

Sweets with the "Happy Tooth" logo convey the health message in a positive, direct way. The label guarantees that the product has been scientifically tested and is safe for the teeth.

An additional value of the "Happy Tooth" logo lies in the link that it establishes to the dental health profession and caries prevention programs. Products using the logo also profit through indirect marketing and public information campaigns in which the dental profession plays an important role as an opinion leader.

With the Toothfriendly Foundation's engagement in social programs, the "Happy Tooth" label not only communicates that a product is demonstrably toothfriendly. It also expresses the manufacturers partnership in the Toothfriendly Foundation's social programs.

ACTIVE PROMOTION

In certain countries or regions in which the income of license fees from use of the "Happy Tooth" mark reaches a significant level, Tooth-friendly International will explain the significance of the "Happy Tooth" to the dental profession and the general public by information campaigns which may include:

- Informing the dental profession about the significance of the "Happy Tooth" by means of articles in the dental press, information brochures, etc.;
- Media relations to get coverage of the "Happy Tooth" quality mark in editorial articles, health-related TV programs, etc.;
- Informing children at school (through teachers and/or the school dental service) about the existence, meaning and importance of the Happy Tooth; and
- Informing adult consumers through dental professionals (dentists, dental hygienists) about the benefits of toothfriendly dietary habits.

NEXT STEPS

(a) Testing of product(s)

In order to receive a quotation of testing cost for your products, you should fill a request form provided by Toothfriendly International. Once we have received your request, we will contact the suitable test center on your behalf. Upon receipt of the quotation, you may request testing of the submitted products and send 50-100g of each product to the test center.

The results of the test will be described in a report that will be sent to you after completion of the tests (typically within 3-8 weeks from receipt of the samples). This report forms the basis of the license agreement.

All information about the product's composition and the test results will be kept strictly confidential by Toothfriendly International and the test center.

(b) License Agreement

In order to display the "Happy Tooth" quality mark on the product(s) which have successfully passed the test, a license agreement has to be concluded between your company and Toothfriendly International. In order to initiate this process, you should send us the completed license application form and, if membership in Toothfriendly International is desired, the completed membership application form. The required forms will be sent to you on request.

Upon receipt of completed license application form, we will take up contact with you to discuss the license fee. If agreement is reached, the standard license agreement will be sent to you for signature. Use of the quality mark may start immediately after the license agreement has entered into force.