



# TOOTHFRIENDLY INTERNATIONAL

Contact us:  
+41 61 273 77 07  
[contact@toothfriendly.ch](mailto:contact@toothfriendly.ch)

Toothfriendly International  
Bundesstrasse 29,  
4054 Basel

# 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”



# Our Values

## 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



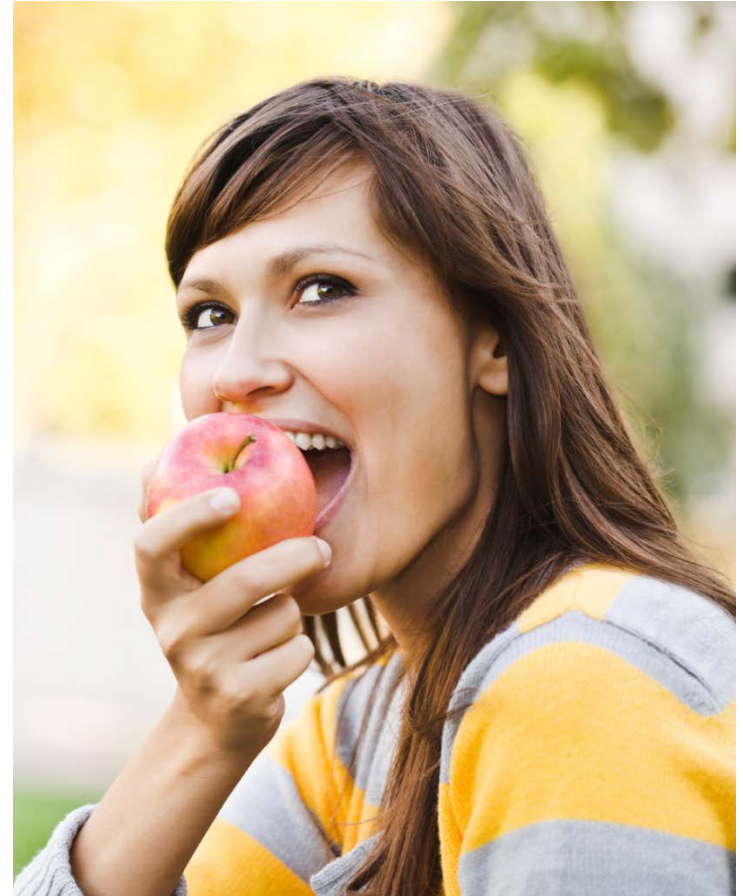
# Our Values

## EXPERIENCE

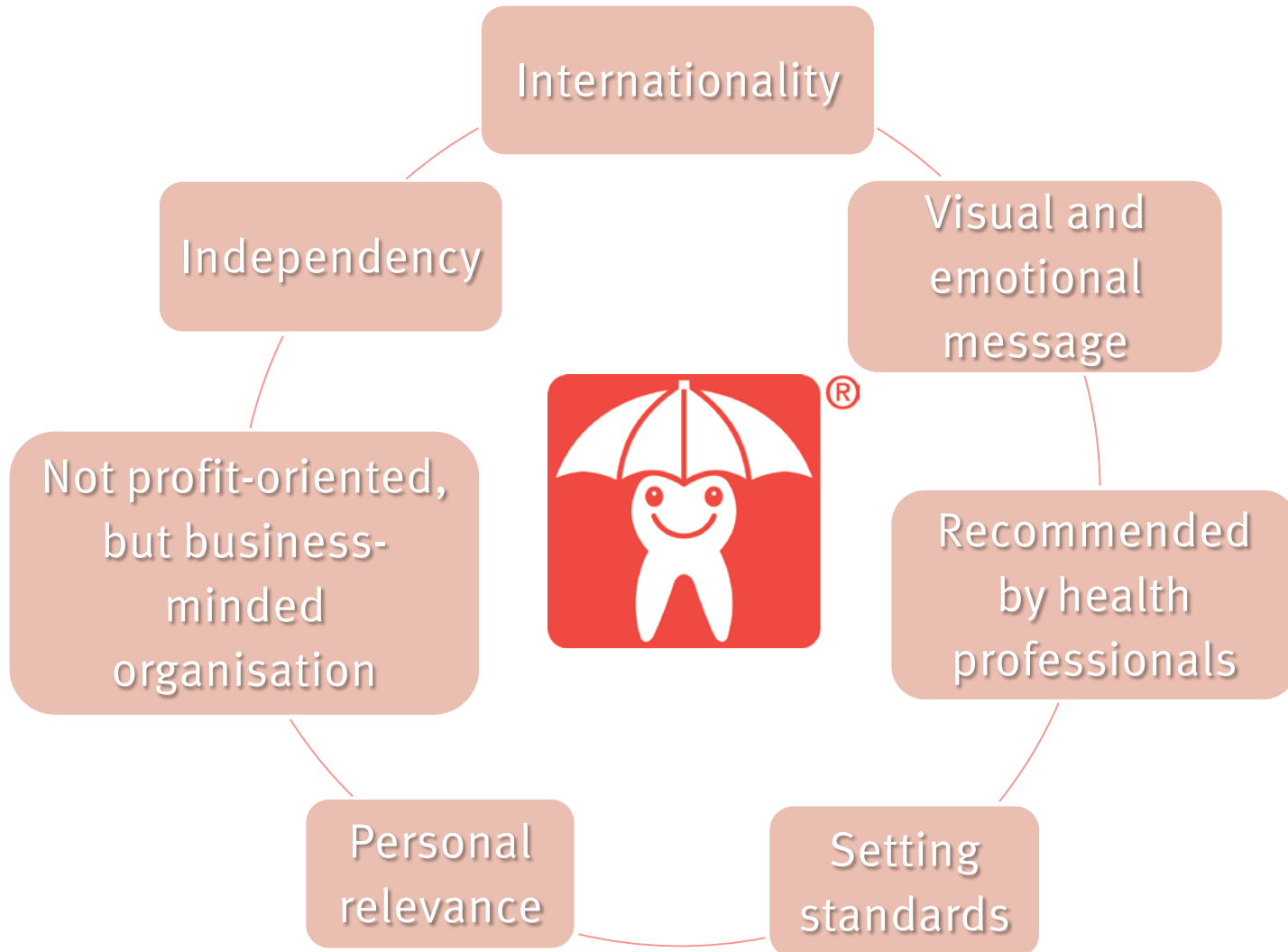
- We cooperate for more than 30 years with the dental profession and the industry internationally

## TRUSTWORTHINESS

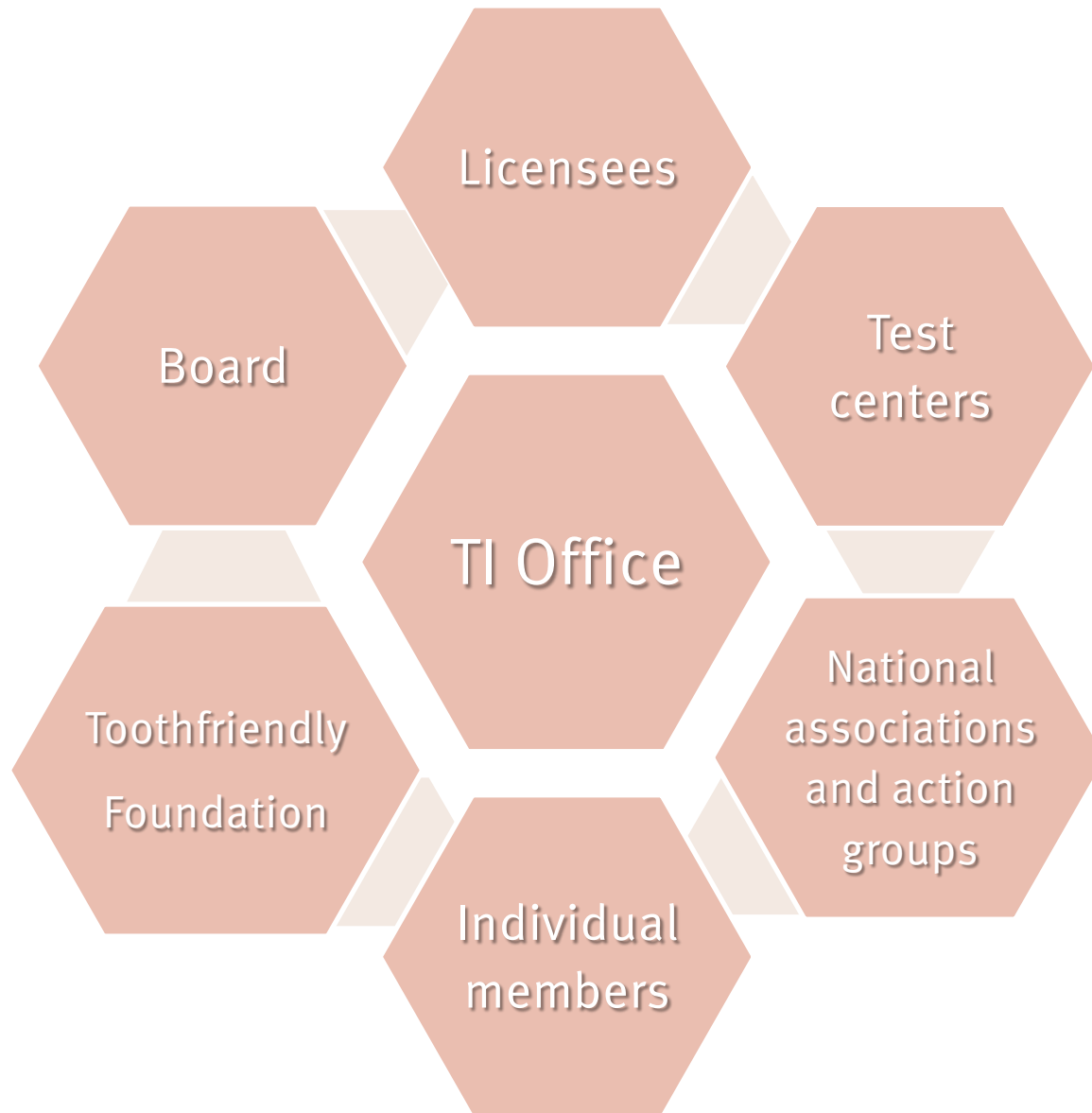
- We strive to act in a manner that builds trust with our customers because this is key to our business



# Our Strengths



# TI Stakeholders



# 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

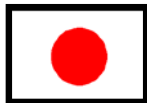
Toothfriendly International 1989  
Toothfriendly Foundation 2004



## National Associations



Japan  
1993



Germany  
1985



Korea  
1994



Turkey  
1997



## Interest Groups

China  
2012



Thailand  
2013



Greece  
2012



## pH-Test Stations

Switzerland  
UZZ



Germany  
Witten/Herdecke



Thailand  
Chulalongkorn



China  
PDUH





# Toothfriendly Test

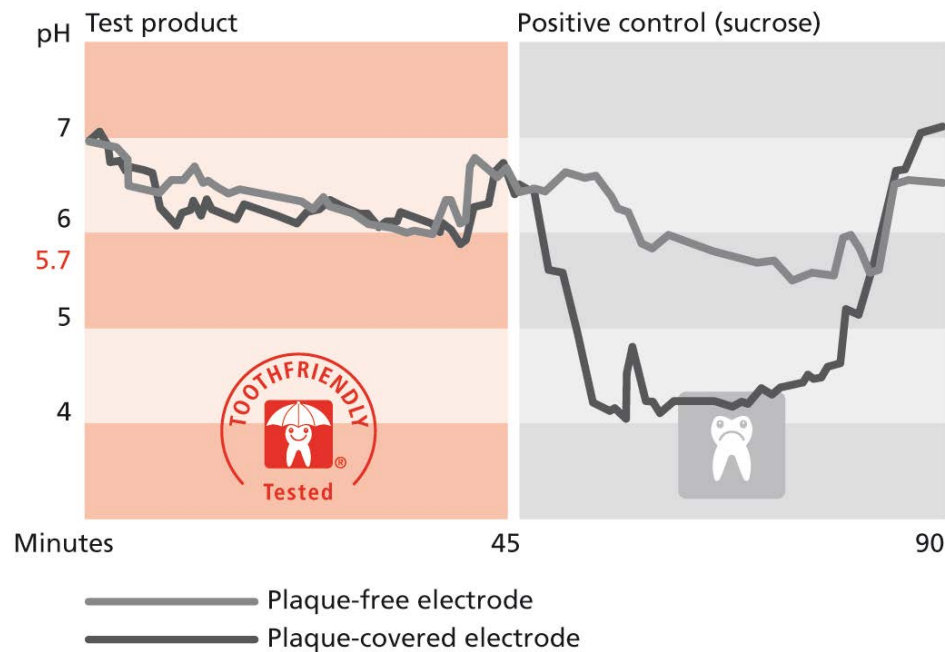
- Toothfriendly → Non-cariogenic and Non-erosive
- pH-Telemetry Test = measurement of the plaque-pH and the exposure of the teeth to food acids *in vivo*



# Toothfriendly Test

Toothfriendly when...

- ...pH of the plaque remains over 5.7  
➔ NO cariogenic potential
- ...acid load on the tooth surface remains below 40  $\mu\text{mol H}^+$  x min  
➔ NO erosive potential



# Scientifically Tested

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





# Logo Awareness: Switzerland

- 95% recognize the logo
- "Toothfriendliness" third most important buying criteria after taste and consistency
- 67% spontaneously choose product label with large Toothfriendly logo

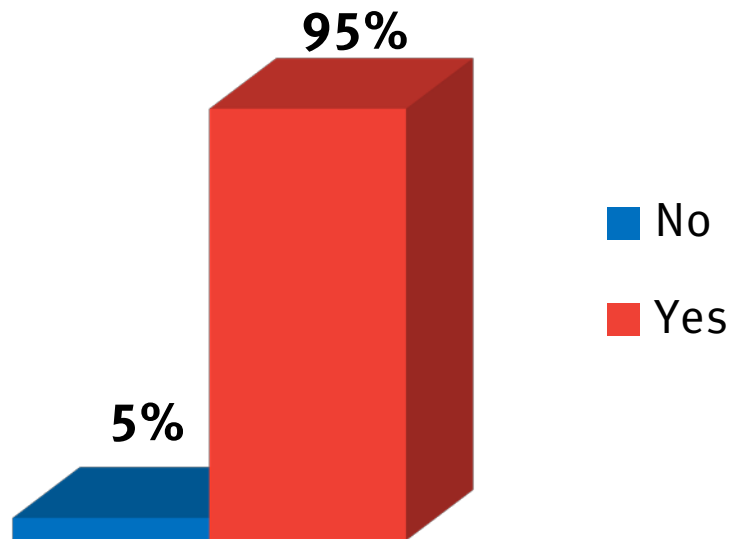
*Market survey: marketagent.com, November 2010  
n= 1122 net interviews across Switzerland*



# Market Surveys

- Awareness / knowledge of the logo

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



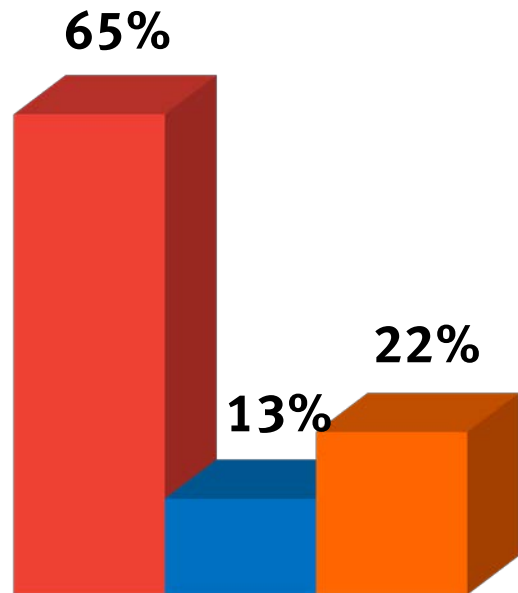
*Consumer survey, the Netherlands (January 2009)*



# Market Surveys

- Different products with or without the Happy Tooth logo

Q: “Which product would you choose?”



■ A (with logo) ■ B ■ No answer

*Dentist survey, Germany (March 2009)*



# Market Surveys

- Same product with or without the Happy Tooth logo.

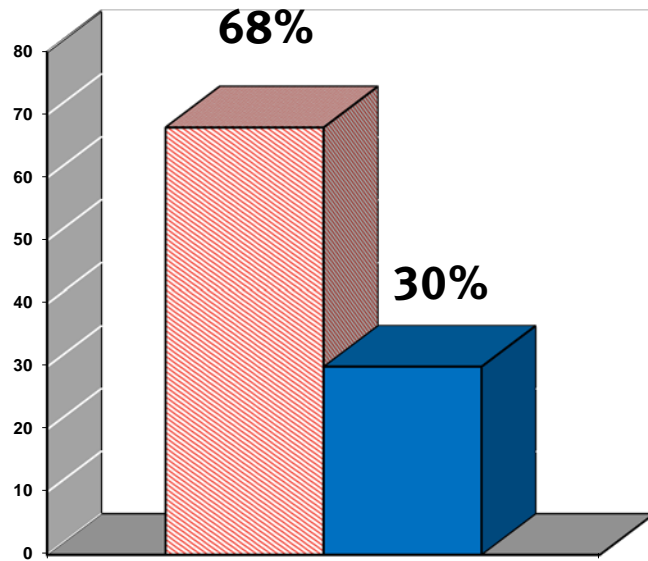


*Omnibus consumer survey in Spain (2002)*

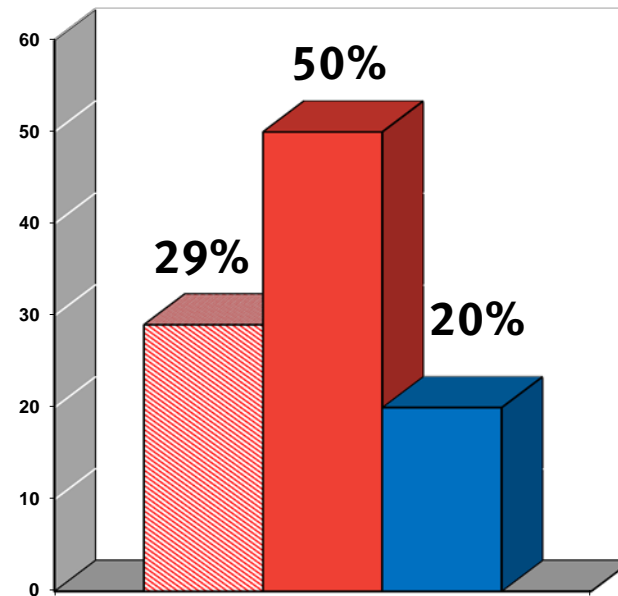


# Market Surveys

Q: “Which package would you most likely buy?”



**Orbit**



**Halls**

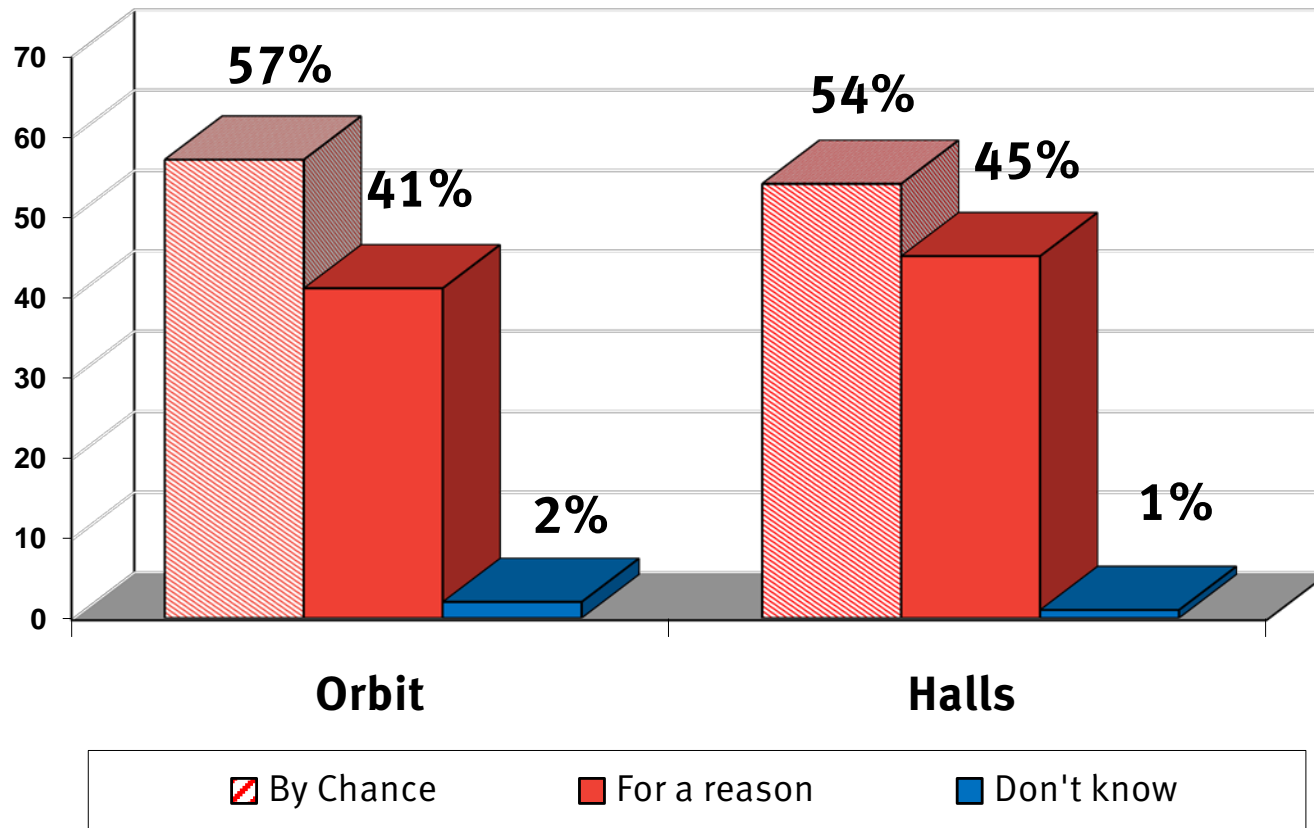


*n= 461 Consumers aged 15-35 who consume confectionery products regularly, Spain 2002*



# Market Surveys

Q: "Did you have a reason for your choice?"



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





# Positioning a Product





# 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!**



**More information:**

Tel. +41 61 273 77 07 | [contact@toothfriendly.ch](mailto:contact@toothfriendly.ch) | [www.toothfriendly.org](http://www.toothfriendly.org)