



Toothfriendly International
国际齿友协会

www.toothfriendly.org

VISION 愿景

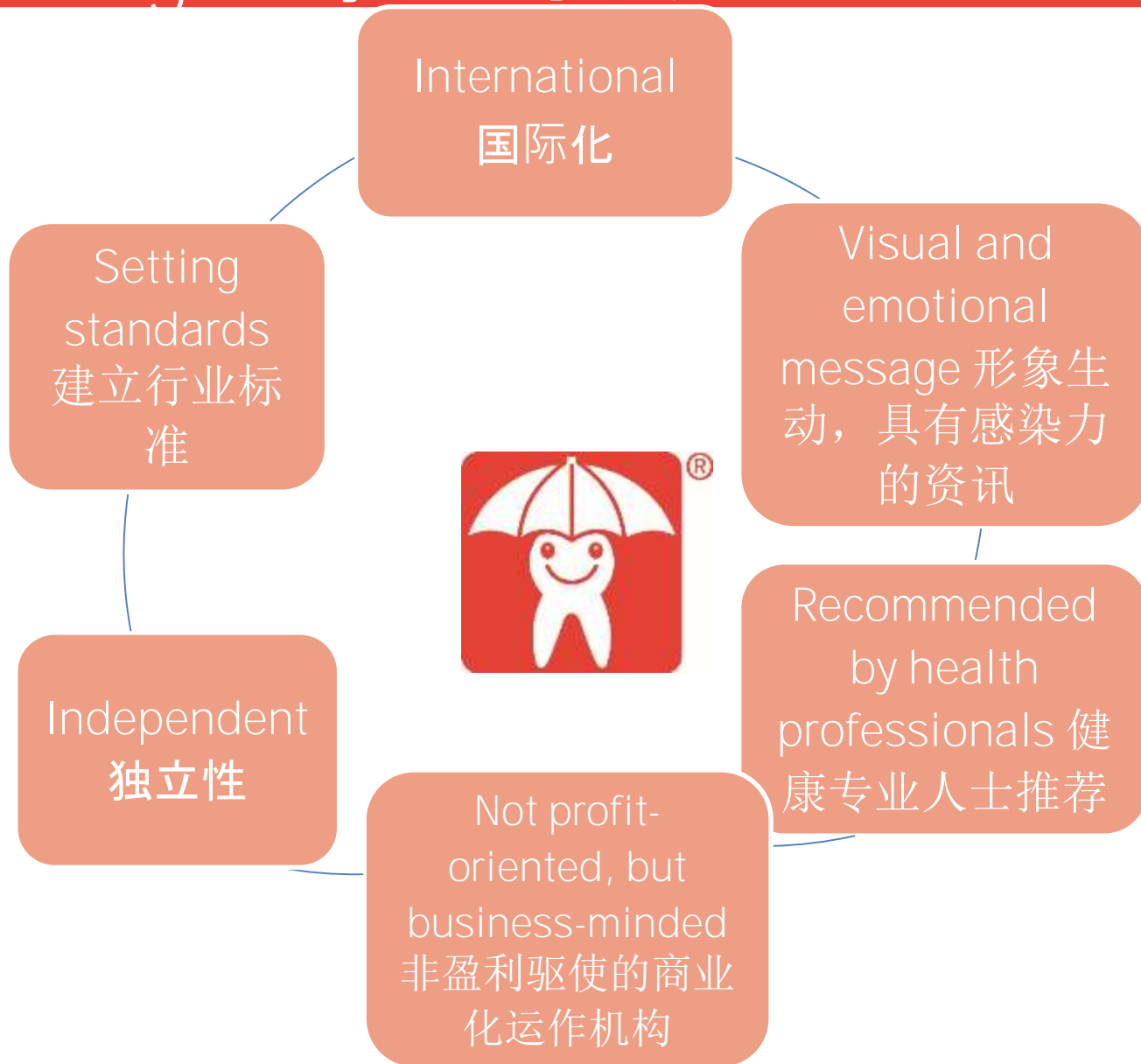
- Better oral health for all 愿所有人拥有更健康的牙齿

MISSION 使命

- To enable people to “do the right thing” – throughout their life - for maintaining oral health (“Make healthy choices easy choices”) 帮助人们在其一生中规范行为、正确选择，始终保持口腔健康（让健康选择清晰简单）
- 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” 为确保人们做出正确的选择，鼓励产品提供者（工业界，健康保健专业人士和教育工作者）为人类提供更加健康的产品、服务和资讯



Our strengths 我们的优势



Our stakeholders 国际齿友协会的业务



Toothfriendly International 国际齿友协会

- Toothfriendly International is a non-profit association established in 1989 with seat in Basel, working for better oral health. 国际齿友协会是一致力于口腔健康的非盈利组织，于1989年在瑞士巴塞尔成立，
- We promote preventive measures which include regular oral hygiene, appropriate dietary habits and regular check-ups by a dentist. 我们倡导防患于未然的措施保障口腔健康，包括：口腔清洁，健康膳食习惯和定期的牙医口腔检查。
- 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. 我们授权在对牙齿既没有致龋齿性，也没有腐蚀性的安全产品包装上及相应的广告宣传中使用齿友商标

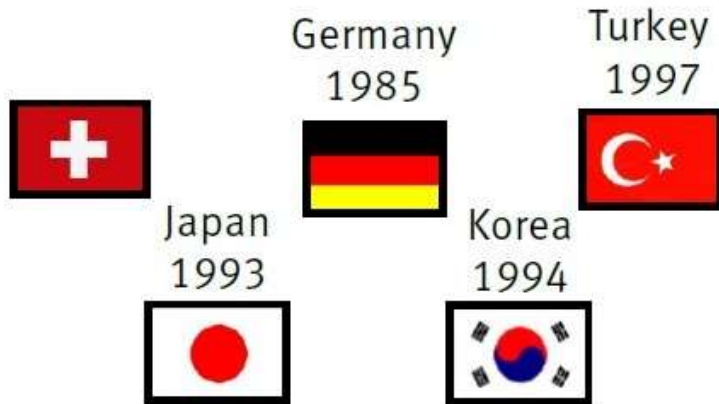


Toothfriendly Organisation 齿友协会的组织机构

Toothfriendly International 1989 国际齿友协会成立于1989年
Toothfriendly Foundation 2004 齿友协会基金成立于2004年

National Associations 各国齿友协会

pH-Test Stations pH测试中心



Interest Groups



Toothfriendly test 齿友测试

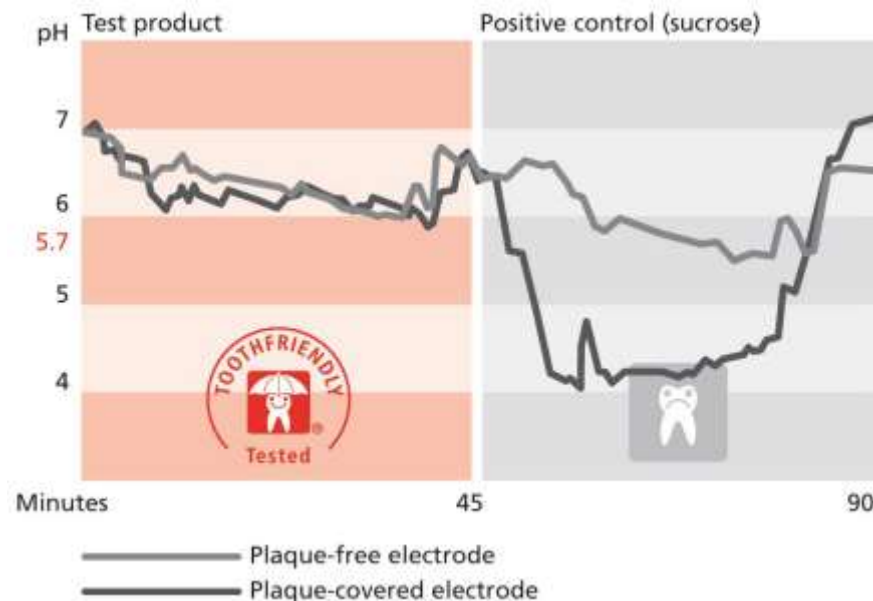
- Toothfriendly → Non-cariogenic and non-erosive
齿友 = 对牙齿既没有致龋齿性，也没有腐蚀性
- pH-Telemetry Test = measurement of the plaque-pH and the exposure of the teeth to food acids *in vivo*
pH-遥感试验 = 测试牙菌斑pH值和牙齿在酸性食物中暴露程度的人体试验



Toothfriendly test 齿友测试

Toothfriendly when... 以下情况可认定为齿友...

- ...pH of the plaque remains over 5.7 当牙菌斑的pH值持续高于5.7
➔ NO cariogenic potential 对牙齿没有致龋齿性
- ...acid load on the tooth surface remains below 40 $\mu\text{mol H}^+ \times \text{min}$ 牙齿表面酸负荷始终低于40 $\mu\text{mol H}^+ \times \text{min}$
➔ NO erosive potential 对牙齿没有腐蚀性



Product examples 企业成员/被授权使用者



Beyond confectionery 除了糖果企业

- Oral care products carrying the Toothfriendly logo must be safe and effective 具有齿友标识的口腔保健产品必须是安全有效的
- Each product is revised and approved by the Scientific Advisory Board 每个产品都经过专家委员会的审评和批准



Benefits of TI logo 齿友标识所带来的益处

The Toothfriendly logo communicates a message that is:
齿友标识传播了一个信息

- Supported by dental associations and opinion leaders
得到口腔科专业协会和口腔专家的支持
- Relevant to every consumer (healthy teeth)
与每个消费者息息相关（健康的牙齿）
- Easy to understand by any consumer
简单明了，任何消费者都很容易识别
- Simple to apply under all circumstances
简洁大方，适用于任何场合

Toothfriendly activities 齿友协会

- Presence at international confectionery fairs and dental events 参加国际糖果展及相应的口腔保健活动
- PR and communications: annual newsletters and Toothfriendly International in the media 公共事务及沟通交流：年度通讯和国际齿友协会媒体沟通活动
- Educational material distributed by dentists 通过牙科医生分发的健康教育资料



Logo awareness: Switzerland 齿友标识在瑞士的知名度:

- 95% consumers recognize the logo - 95%的人群认识这个标识
- "Toothfriendliness" third most important buying criteria after taste and consistency 产品是否具有齿友标识是仅次于口感和质地，第三位重要的购买决定要素
- 67% spontaneously choose product label with large Toothfriendly logo - 67%的人群习惯性的选择具有较大齿友标识的产品

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

