FDI and Royal Philips sign global agreement to promote the importance of oral health

By Philips

GENEVA, Switzerland: The FDI World Oral Health Day (WOHD) 2016, World Oral Health Day, celebrated on March 20, is an international day to raise awareness of the connection between oral health and overall health. FDI member national dental associations, dental student associations and other groups, organize a variety of global events.

"I'd like to welcome Philips to our group of sponsors and congratulate them for demonstrating their commitment to the cause of global oral health awareness," said FDI President, Dr. Patrick Hesquet. "World Oral Health Day is an opportunity to position oral health where it belongs: at the heart of wellbeing and quality of life."

"For Philips, the FDI World Dental Federation is a great partner," said Egbert van Acht, CEO, Philips Health & Wellness. "Increasing education around the importance of looking after oral health is one of our key goals. We are committed to bringing meaningful innovation to address global societal needs. WOHD allows us to engage and encourage people to commit not only to their oral health, but also to the positive impact on their overall health. At Philips, we are actively promoting the link between oral and systemic health to help improve people’s lives."

Activities for WOHD include poster, billboard and media campaigns, free dental screening, oral health camps, literacy sessions and workshops, hook-and-kits, cultural activities, debates, and festivities such as flash mobs, walkathons and charity sporting events. In some countries, groups have made attempts on world records such as greatest number of people attending an oral health literacy session or brushing their teeth at one time.


Humble Brush: Charitable and eco-friendly approach to global oral care

By Kristen Hübner, DTI

STOCKHOLM, Sweden: Considering the more than two billion plastic toothbrushes that end up in landfills every year, wouldn’t anyone rather opt for an eco-friendly and sustainable alternative toothbrush, provided it works? Considering the more than two billion plastic toothbrushes that end up in landfills every year, wouldn’t anyone rather opt for an eco-friendly and sustainable alternative toothbrush, provided it works? It has the same durability and bristles that make brushing a joy every day.

It is an inspiring approach that connects with which Swedish company Humble Brush set out to help improve oral health around the world. For every Humble Brush sold, the company donates a toothbrush or alternative oral care to people in need. Furthermore, its range of eco-friendly bamboo toothbrushes are sustainably produced and packaged in all-recycled materials.

The charitable Humble Brush approach to making a change does not rely on donations. Instead, its business model enables consumers to help produce the tools that can improve lives, simply by purchasing a toothbrush.

Humble Brush's bamboo toothbrushes are available in adult and child sizes. For every Humble Brush sold, the company donates a toothbrush or alternative oral care to people in need. (Photograph: Humble Brush)