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

By Philips

Geneva, Switzerland: FDI and Royal Philips, the makers of the Phillips Sonicare toothbrush, will team up to actively promote the importance of oral health and its impact on a person’s overall health, and together promote 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 Hescot. “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 society, and 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 Kristin 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 has the same durability and brushing properties? Here is the answer: it is an inspiring approach to making a change friendly and sustainable alternative to plastic toothbrushes that end up in landfills every year, wouldn’t it be better to use them as an eco-friendly, big-picture approach to global oral care?

For every humble brush sold, the company donates a toothbrush or alternative oral care to people in need. (Photograph: Humble Brush)

For more information, visit www.worldoralhealthday.org.