

January 29, 2012



Happy Birthday, Happy Tooth!

2012 marks the 30th anniversary of the Toothfriendly label. Thirty years ago, Swiss dental professionals launched the Happy Tooth as a signpost for toothfriendly confectionery products. Today, the Toothfriendly label can be found on 95 brands covering a geographic area of some 40 countries. To qualify for the seal, products must be demonstrably non-cariogenic and non-erosive.

Dr. Albert Bär, the Director of Toothfriendly International, believes that the Toothfriendly label has gained momentum worldwide due to its instantly recognizable character: *“In order to make healthier choices, consumers must be able to quickly distinguish healthier products from less healthy ones. In a shopping environment where fast decisions are made, simple front-of-pack labeling formats such as the Toothfriendly seal have been proven to be most efficient.”*

Being of Swiss origin, it is not surprising that the Toothfriendly label also enjoys its highest awareness rate in Switzerland. A recent market survey conducted by MarketAgent found that 95% of Swiss consumers correctly recognize the Toothfriendly label. In a situation where the consumer was confronted with four nearly identical chewing gums, a vast majority (66%) chose the product with a large Toothfriendly logo on the product label.

Toothfriendly International is non-profit association working for better oral health. Its members include dental professionals, institutions in dental and public health, as well as manufacturers of confectionery and oral care products. The organization grants the Toothfriendly trademark for use on confectionery products which have been demonstrated to be safe for teeth.
www.toothfriendly.org

Toothfriendly at the ISM: Stand B4 between halls 10 and 11.

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