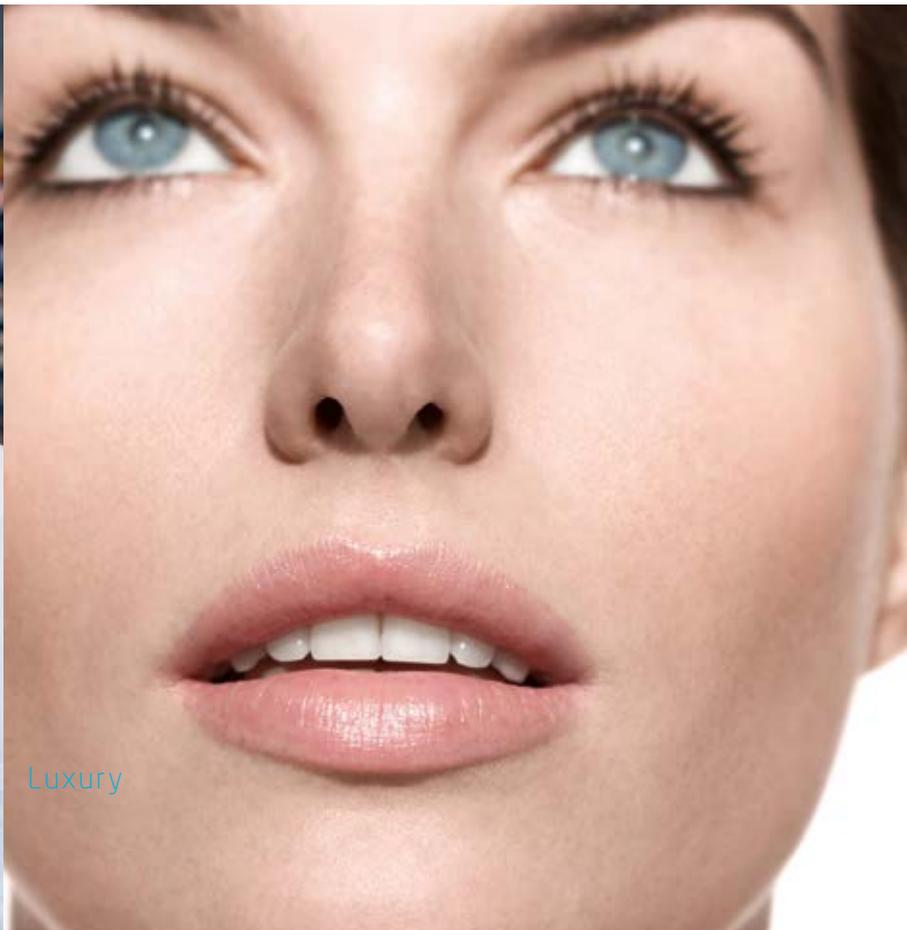


curaden

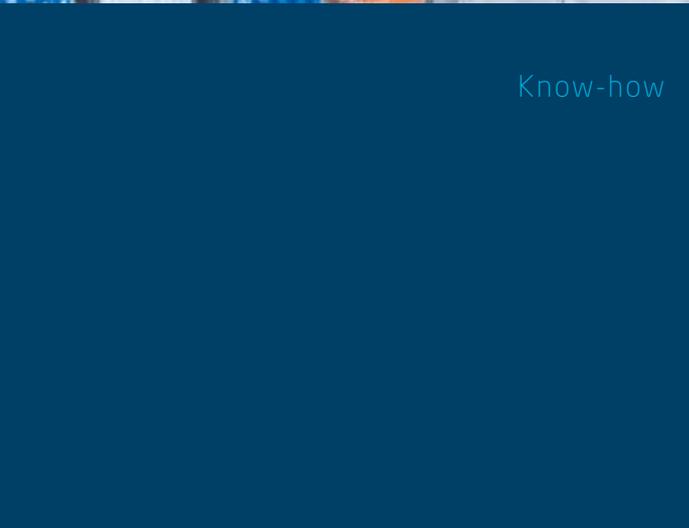
# the spirit



Service



Luxury



Know-how





# the spirit

«Better oral health for all» – this is Curaden's vision and mission. Curaden's contribution to better oral health is holistic and comprises three approaches:

Better oral health through dental practices: Curaden designs and builds dental practices – and helps to establish them. This is achieved by coaching dentists on ideal entrepreneurial concepts, tools and skills: e.g. communication, acquisition, staff training, practice and patient management software as well as quality certification.

Better oral health through dental treatment: Curaden supports dentists with the best possible services and products. Dentists can thus give their patients maximum treatment quality. Using our dental supplies in Switzerland, Germany and Italy.

Better oral health through prevention: Curaden invests in oral self-care skills, professionally taught to patients and customers. In addition, Curaden continues to develop products that are truly atraumatic, effective and accepted.

This is the spirit<sup>2</sup> that invigorates all Curaden staff worldwide. Thank you for appreciating our vision – and joining us in our mission.

Prevention: [www.itop-dental.com](http://www.itop-dental.com), [www.curaprox.com](http://www.curaprox.com)

Dental treatment & dental practices: [www.curaden-dentaldepot.ch](http://www.curaden-dentaldepot.ch)

Adam had Eve  
Batman had Robin  
Bonnie had Clyde



Every hero has a helper.

Our toothbrush, clearly, what a hero! But what about the 30% of the tooth surface that even this toothbrush cannot reach - between the teeth? This is where a hero's helper enters the scene in the shape of a Curaprox ultrafine interdental brush. It is easier, more enjoyable and even more effective than dental floss.

So, for 100% oral care: pick the right superduo at [www.curaprox.com](http://www.curaprox.com)

 SWISS PREMIUM ORAL CARE

**CURAPROX**

**MIND THE GAP!**

# the spirit

Dear dental pros

Welcome to the world of Curaden! Dive into our business, get to know the decision-makers and business partners of our enterprise, and learn what is new about our spirit.

You will see that at Curaden we not only live our own spirit, we also inhabit an exclusive and unique dental world. And we will continue to develop this Curaden world in the future. With new business deals. With new ideas. And with even more spirit.

Sincerely yours  
Ueli Breitschmid

Proprietor of the Curaden Group

A handwritten signature in blue ink, appearing to read 'Ueli Breitschmid', is written over a faint blue rectangular background.



Global

# The Dental Missionary

Because of the tough market situation, many dental care companies are on their last legs. Curaden Ltd., Ueli Breitschmid's family enterprise, has shown more bite: due to a worldwide expansion strategy, it has been able to stand up to the competition. And continues to step its competitiveness up a notch thanks to **Richard Ström**, since summer 2013 the new marketing and sales director of Curaprox and swiss smile. He has prescribed his company just the right kind of medication.

«Where does our path lead?  
What are we confronted with?  
Our aim is not to be surprised.»

«My world is small», says Richard Ström. Which is a deceptively short, insignificant statement by the tall and slim gentleman – but a decisive utterance from an experienced manager who is at home everywhere in the world. At the age of 66, he spends 150 nights a year abroad. Which is why in between his exotic business trips between Tokyo, Moscow and Buenos Aires he refrains from spending additional vacation days to explore the big cities or edify himself, as younger hotshots in the business like to do. Instead, after his business trips Richard Ström prefers to quickly return home to his wife and family at Meggen, where for the past 26 years he has been living in a house adjacent to his superior and boss of Curaden, Ueli Breitschmid. His summer and Christmas holidays are spent on a small lake to the south of his Swedish hometown Linköping. «Here I find peace and with two boats on the shore I have the daily temptation of taking a lake excursion to slowly amble away the hours», he says, pointing to some photos on his mobile.

#### **Pioneer in sports marketing**

The epitome of calm, he doesn't look like someone who is retired. He speaks passionately about the beautiful things in life. Which not only include travelling, but regular exercise during his entire life. Ström was conditioned by sports. In the mid-70s as a student he already founded his first marketing company, which he succinctly called Sport Advertising. He was a pioneer of today's sports marketers such as IMG (who for many years represented Roger Federer and company) or the Lucerne-based business TEAM Marketing, which is active on behalf of the Champions League and professional football more generally. «Way back then I already wanted to place advertisements on football shirts, but in professional sports that was still forbidden», Ström recounts. It was only allowed with professional cyclists, because their sport was so expensive that it was a means for team organizers to secure subsidies for their plagued sportsmen. And so Richard Ström got involved with professional cycling, selling jersey ads and organising races. Until friends asked him: «Why can't you import good racing bicycles to Sweden?» He did as asked. Richard Ström approached the Italian bicycle manufacturer Bianchi, with whom he still works together today. The business school graduate actively pursued all kinds of sports, such as skiing, golf, tennis, handball, basketball, and squash, until in recent years spinal disc problems curtailed his leisure and sports activities. But this didn't affect his business plan, let alone his career.

#### **From Lucerne into the wider world**

Since 1978 Richard Ström has been living at Lake Lucerne, because at the time his wife Ewa launched her office with an international language school in Lucerne. As his hometown Linköping wasn't the centre of the world, he could also travel the world promoting Bianchi bikes from here. Although he adds: «I see myself as a citizen of the world. My heart beats for Sweden – and I feel very comfortable in Switzerland.» A year ago he accepted an offer from Ueli Breitschmid to push the global strategy of Curaprox and Swiss Smile. The questions the Swede has on his mind are, «where does our path lead? What are we confronted with? Our aim is not to be surprised.» His experience is a great benefit.

Richard Ström is wired differently than the strict cost cutters who love to recite the business textbook: buy cheap, sell expensive, minimise costs. No, Ström wants to promote quality and the good, rather than the cheap.

#### **Work is the best fun**

But at almost 70, wouldn't he prefer to play golf again instead of conquering the world for Ueli Breitschmid? Golf, this relaxed sport which he so indulged in as a student? Ström resolutely shakes his head. «No, because I enjoy my work most of all. I like putting people in the new markets on the right track, towards sustainable dental care, for which Curaprox and Swiss Smile have the ideal products.» Ström is the dental missionary. He talks well, and persuasively, too. It is fun to listen to his stories and his enthusiasm about Asians' poor teeth: «That is a huge market for us!»

#### **Ström all fired up**

Ström provides another example. «There's much to do, especially in Japan, one of the world's biggest markets. With Shiseido the country might have one of the world's major cosmetic manufacturers, as the Japanese attach great value to formalities: fashion and make-up. But inside their mouths it's often quite dire.» Ström is energized, dancing at several weddings, saying things like: «At first Curaprox should be well positioned in 40 to 50 countries, rather than being active in 70 or more.» He ought to know, as he also continues to tour the world on behalf of luxury bicycle company Bianchi. What difference does it therefore make that he also sells tooth brushes to his clients or wins new clients for Curaprox products? «There is no difference at all!» The missionary should know.





Pharmacy

Sind Sie die Kilos satt?

# Shop-within-a-shop with rough edges

At one time the inconspicuous and small pharmacy of Dr Andres on Zurich's Stadelhofen Square was the «best disguised of the whole city». Until proprietor **Rudolf Andres** decided to draw attention to his products on offer with spectacular shop windows, in order to successively enlarge his dad's «boutique» and attract an increasing numbers of customers into the pharmacy. Who even wanted to purchase the «washing powder for the liver» ...

Anyone regularly passing by the pharmacy of Dr Andres has at some point stopped in front of the display windows. And was surprised, for instance, at the sight of six oxygen flasks accompanied by the slogan «So that your memory problems may vanish into thin air», as an advertisement for a natural ginkgo product. Or experienced customers who wanted to buy the decoration instead of the advertised product; due to which temporarily black shirts (dandruff shampoo) and detergent (liver drops) were stocked. Rudolf Andres laughs in amusement, as he relates several anecdotes.

Ever since taking over the family-owned pharmacy - «my dad's boutique» - 23 years ago and successively expanding its premises across meanwhile four buildings at Stadelhofen, it has been the talk of town. Not only regarding the shop windows, which the advertiser and Andres' boyhood friend Christoph Stokar thinks up every month and which the two creative studios «Raumformer» («space former») by Eva Furrer or «Form Labor» («Form lab») by Dominik Strahlhofer actualise. This extremely creative form of marketing won prizes in a row by the Art Directors Club and was even published in book form. →



#### Full range of products

Recently there has been increasing talk about the comprehensive range of products on offer to the customer at Dr Andres' pharmacy on the centrally located Stadelhofen Square: first of all, Rudolf Andres offers 60 traditional natural products such as comfrey ointment, energy capsules, and prostate capsules. «We're proud that our ointments, oils, tablets, and capsules are successful far beyond the city limits. Although people generally want to rub in less, but simply swallow - in keeping with our fast times' throwaway principle.»

#### 40 employees

The pharmacist's offices on the first floor are expensively decorated in exotic woods, which originally a Japanese bank commissioned. In one room there are statues of Cosmas and Damian, the two patron saints of pharmacists, or ancient pharmaceutical containers. Everything else is up-to-date: 40 employees take care of customers' well-being and provide a fast as well as friendly service.

«Margins are dropping, legal restrictions are increasing - the pressure is rising», says Andres, with frown lines forming on his high forehead. This despite the fact that in the last ten years or so the number of Swiss pharmacies has remained constant at 1,700 - while drug stores have decreased from 900 to 500. «We nonetheless have to remain innovative and try out new things», as the mercurial entrepreneur asserts.

The newest service is provided by a dermatologist who has her own medical practice on the premises. She rounds out a lens and glasses shop headed by three opticians, a cosmetics institute, a travel section, and a tea corner. «And now the new addition is a Curaprox corner», as the sportive boss in his mid-fifties gladly relates, while energetically striding through his seemingly labyrinthine empire.

#### CURAPROX shop-within-a-shop

Hence, towards new shores! Together with Ueli Breitschmid, with a separate dental section in Dr Andres' pharmacy according to the shop-within-a-shop principle. Instead of addressing older and therefore regular customers with the Curaprox products, Andres - according to Breitschmid's concept - wants to win over younger and hence new clients. «The older ones will follow anyway, because they of course also want to stay young. That was already the case with Roger Schawinski's pirate radio, which was originally meant for youngsters, but after the first year of broadcasting was mainly listened to by the 30- to 40-year-olds. And that is one of the generations with the highest purchasing power.»

The Curaprox products already exist, Andres just has to present them in a new fashionable way. He is envisioning to market and stage them as excellent, personal, and unique. In Geneva Rudolf Andres visited a pharmacy which 20 years ago did more than 40 per cent of its turnover with dental articles, more than any department store. Whilst that is no longer possible today, one might still be inspired by that. «And then try out a funny concept with rough edges.» Very much in keeping with the principle of the stunning shop windows.

[www.apothekestadelhofen.ch](http://www.apothekestadelhofen.ch)

«We're proud that our ointments, oils, tablets, and capsules are successful far beyond the city limits.»



#### Rudolf Andres

Born 1959 at Kilchberg as the son of a pharmacist, Andres grew up at Küsnacht and in Zurich. He studied at the Swiss Federal Institute of Technology in Zurich, and attained his doctorate in Berne about a subject which was to advance him personally: unlike his father, he did not want to induce artificial heart attacks in guinea pigs, but to explore the active agent of his father's bestseller, comfrey ointment. That took him a whole five years... Andres lives in Küsnacht with his wife and their three children.



# The man for all sea- sons

New beginnings are his specialty: **Marco Zavalloni** is Curaden's new Chief Operating Officer. The newcomer in Ueli Breitschmid's family enterprise is a rocket fan and wants to take off, calm business down, and then achieve massive growth: «From being a medium-sized business we will flourish into a multinational company.»

## «It's impossible doesn't exist.»

For 30 years Marco Zavalloni worked in a plastics manufacturing facility, passing through all kinds of positions in the 300-employee company, until in 2013 he resigned from the executive board. He had good reasons for this move, as he wanted to once more cover new ground professionally, move things in a big way with a new team, in short: take off one more time. At 56, Zavalloni is now able to set something in motion way beyond his dreams: leading a company in a business of upheavals to a new beginning, and as COO of Curaden making it virtually explode. «The work is very challenging – but also a lot of fun», says the manager responsible for operational processes and performance. «I sense a lot of energy in the firm, the team is competent and motivated, the products are of high quality – our countdown is running.»

### **An expert with passion**

The space travel terminology is no coincidence. Ever since his son began to take an interest in flight engineering, the father Marco has been fascinated with jet engines and rockets. He knows all the movies and books on the subject, knows why the Germans with their V2 rockets way back in the 20th century already revolutionized the technology. «Because the Versailles Treaty prohibited the defeated nations to produce weapons, German researchers and technicians took to rocket science instead.» This is the expert Zavalloni speaking, talking passionately and here, too, sensing the upwinds.

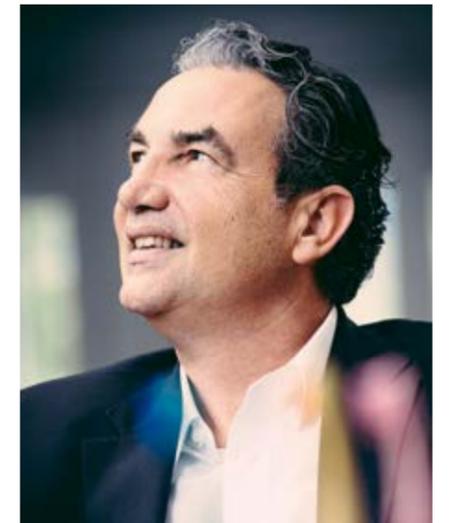
The COO also feels this way in respect to Curaden's outlook. Apart from the existing production site in Liguria (Italy), Marco Zavalloni will soon integrate another plant in Switzerland into the company, and has plans for further production facilities abroad: «In order to guarantee Curaden's solidity and provide for stability.» As a quick thinker a well harmonising team, efficient collaboration with suppliers and continuous and constant development in the company are crucial to him.

### **Ongoing further development**

Upon first meeting Curaden owner Ueli Breitschmid, this was his first demand: continuous product development. They had encountered each other at the World Medtech Forum in Lucerne. Breitschmid told Zavalloni, who was keenly browsing the Curaden stand: «I'm sure you brush your teeth with an electric toothbrush.» – «Sure», answered Zavalloni, caught out. As a plastics expert he immediately countered: «But your small interdental brush holder UHS 451 qualitatively has a huge potential that hasn't been tapped yet.» – Breitschmid stayed calm. «So make an offer, please!» Which Marco Zavalloni gladly did. And so, the second meeting of the two executives immediately evolved into a job interview.

### **Richard Branson's motto**

And now both the owner of Curaden and his new COO work across from each other in offices with mutual sight contact. They are both exemplary men of action; the newcomer shining with his impressive stature and confident manner, and always with a cheeky phrase in store – while still remaining fully attentive. Which recalls another great business entrepreneur: Richard Branson, founder of the Virgin Group. Marco Zavalloni tremendously enjoyed reading Branson's autobiography «Losing My Virginity» («Business is like Rock'n'Roll», is the title of the German edition). And he has chosen another work of the British business magnate and aeronaut as his motto for life: «Screw it, let's do it» (the German edition's title translates as «It's impossible doesn't exist»). It's only logical that a man for all seasons such as Marco Zavalloni must take off and produce success.



# Dental lab with Google groove

His decision to become a dental technician had originally only been plan B. But **Thomas Bussmann** did not regret it, and today his original plan is Plan 1A: rooted in Lucerne, he manages a dental laboratory with 25 employees. Bussmann looks back on a number of pioneering achievements – and confidently into the future.

In high school, Thomas Bussmann was tired of holing up behind books and dropped out in his fourth year. Instead he got his bearings as to which apprenticeship was opportune. There were three alternatives. Because the advertised training position as a «dental technician» sounded the best and literally more sexy than «typographer» or «druggist», that was the job Thomas Bussmann choose to go in for – only to admit to himself after two years and halfway through his training that he probably did not want to continue this kind of work even for another day. «But I couldn't confront my parents with yet another breaking off», as the 60-year old says today with a sly smile. So he carried on. And the initial grind turned into an adventure, giving him pleasure and allowing him to develop a pioneering spirit, which started out in a «dump» equipped with the cheapest Ikea furniture. →

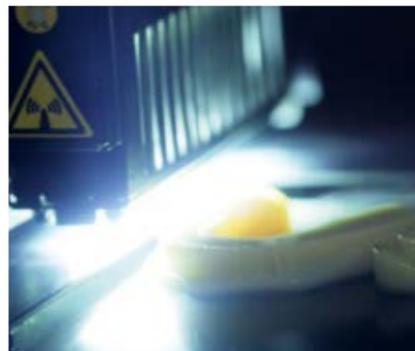


«Digitization is advancing rapidly.»

Laboratory

### Cool and modern

Today the dental technician leads us through his modern office facilities of Orthodontics Bussmann, rental space located in a backyard of Lucerne's new town. Various artworks decorate the walls, and in his otherwise remarkably modestly furnished office there are exquisite Amarone wine bottles – Bussmann has consciously decided to give his business a cool Google groove. As he asserts, «if you feel comfortable in the team, you will produce better work.» And so there is a private room with tabletop football inviting play and peaceful competition with one another. And behold, the team spirit evolved through experience and routine, and today the «Bussmen» even win in competition against the bike couriers.



### Two families

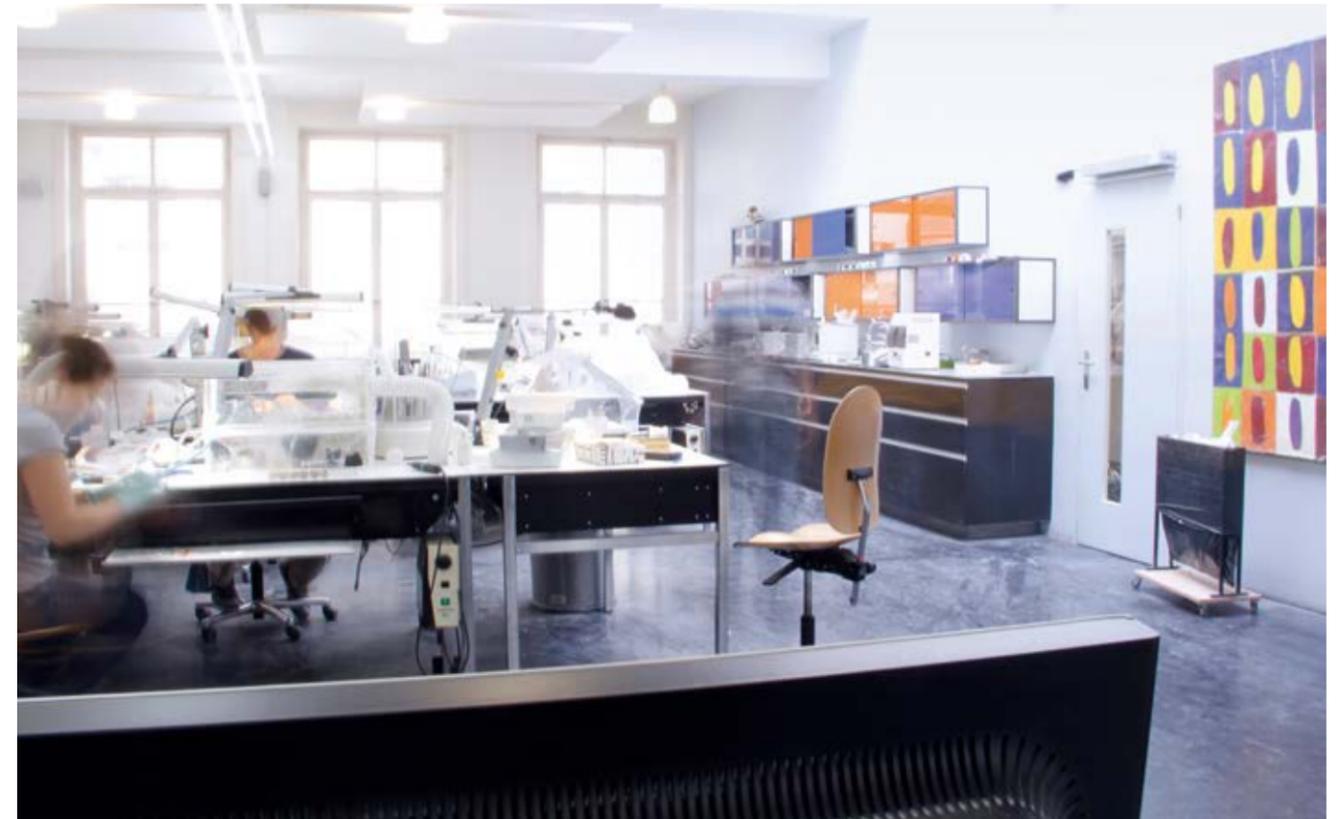
«I have two families – this is one of them.» One can sense that, as the boss shortly before midday casually strolls through the corridors and talks to his 25 staff members. A majority of them are working on and polishing plaster models, some are cooking. At least once a month they all have lunch together. Bussmann is proud to say, «Every day some employees cook together. Sometimes the boss does too, usually pasta with salmon ...» A hearty laugh forms on Thomas Bussmann's face around his big teeth. «That's how we keep on pushing ourselves again and again to new heights!»

Today the company usually easily outdoes its dental competitors, and not for the first time either. When Thomas Bussmann in 1977 started his own orthodontics, to him it was the only specialist field with an interesting outlook. «For years work was a tight hassle.» To make his services better known, he prophylactically published an information brochure which was praised by the dentists who were his clients, but criticized by a university professor. With bitter laughter Bussmann recalls the hierarchichal mentality: «It was still taboo at the time for a technician to tell a professor what to do ...» But from there on things moved forward, he constructed his first laboratory out of a wooden bench, a cooking pot and a moped valve. Soon the former tinkerer had a bright future ahead of him. In 1994, Bussmann managed the only lab in the whole of Switzerland which used a laser instead of having to solder.

### Digitization

He also co-invented and co-developed the transparent miniature plastic rails, 20 years before the US dental cosmetics company Invisalign made these so-called aligners widely known through standard production. Bussmann is the second largest supplier in Switzerland. With his digital workflow he is at the vanguard today. Using a mouth scanner, data is transformed straight from the computer into models, which the 3D printer then produces. «Digitization is advancing rapidly,» Bussmann is convinced. And he's betting on it.

This success story is astonishing, because dental laboratories are not at all faring well: while the number of dentists almost doubled in the last ten years, from about 2000 to almost 4000, of formerly 1300 dental labs barely 1000 are still around.



Thomas Bussmann aims to keep his in business for a long time to come. «We are one of the few labs that undertakes marketing efforts: we publish a magazine, the Ortholetter, and we also organise info events with drinks on topical subjects like snoring. On this subject and on sleep apnea we trained around 200 dentists.»

### Competent team

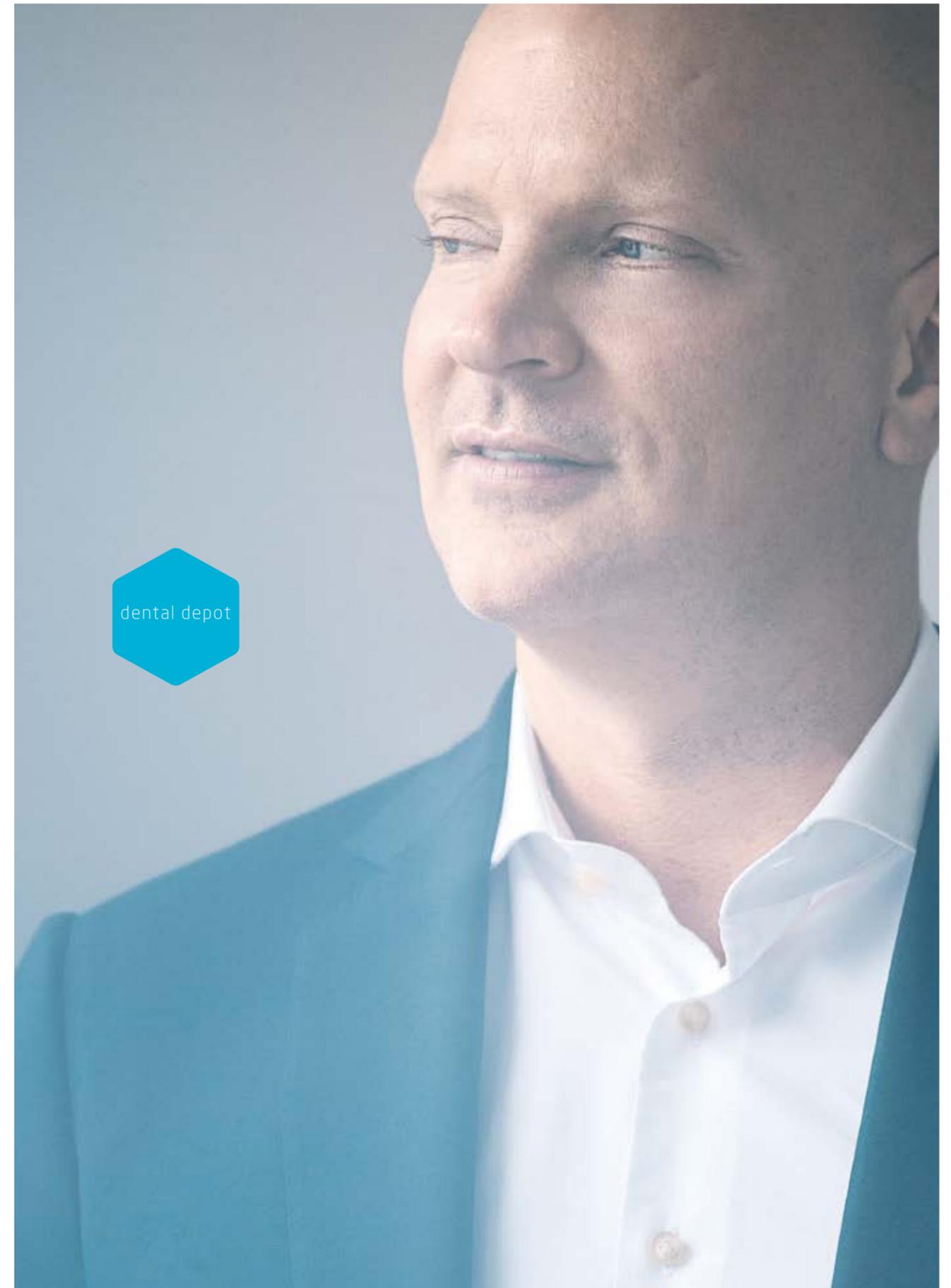
Crucial support of his efforts is provided by his highly motivated team of co-workers. The crew almost exclusively uses Curaden products. «Above all we appreciate the broad range of products and the excellent services provided.» Bussmann already worked with Breitschmid Senior, like himself also a dental technician. «Hans Breitschmid achieved a lot, but unfortunately never received the appropriate recognition in the region.» Today he continues his amicable relationship with Breitschmid Junior, Ueli. Bussmann on Breitschmid: «he is by far the most innovative spirit in the business, and full of visionary ideas. And without him, the Dental Bern fair would probably still be without flair.» To appreciate that Thomas Bussmann does not have to read books.



[www.obu.ch](http://www.obu.ch)

# Elephants can dance

**Michael Fluri**, since September 2012 boss of CURADEN, is a busy man. He is therefore perfectly suited to the dental business, which faces challenges and opportunities. «Opportunities which we will seize», as the quick-witted Fluri adds. Spirit sounded out the Curaden CEO.



«The modern dentist finds his own brand, his exclusive niche – it's no longer just about drilling and filling cavities!»

His eyes are feverish, his gestures rapid, with words flowing from his mouth. Even at night Michael Fluri is still fully awake. Making an appointment with the sporty and energy-driven manager is difficult. And so, the interview with him takes place during a business dinner in Zurich main station's restaurant Imagine. Fluri enjoys hearty meals, having a Viennese Schnitzel and drinking sparkling mineral water. In his answers, the Curaden CEO focuses on the importance of knowledge, proximity to customers, and practical implementation.

**> Michael Fluri, give us an idea of what your working day looks like!**

It usually lasts ten hours, with the focus not only on new or regular customers, but also on communication with suppliers or meetings with Curaden department heads, as well as informal encounters.

**> Curaden is in a transitional phase and a major challenge; what have you already tackled today prior to this interview?**

Today I primarily took care of fine-tuning some projects that are important for our dental fair in, as well as of innovations in our client offering – that is very time-consuming. I also spent some time with employee discussions. Such informal exchanges are very important. You often find out more there than in many meetings, about seemingly marginal issues such as the mood and problems of employees; but that leads to solutions and new perspectives. Having motivated co-workers is the most important thing besides processes and structures. It provides the business with many opportunities!

**> What have you achieved in your one and a half years as CEO?**

Together with my committed team I was able to lay the foundations for a realignment of the firm: adjusting sales structure and marketing processes. Our aim is to recognize customers' needs and the market potential, and out of that develop specific offers. This is about customer proximity; we want to be more proactive than reactive. We finally succeeded in acquiring new key clients – and not with the «cheapest offer», as is common, but with the best customized solution. The basis of success is: knowledge, customer proximity, and quick implementation. I also very much focused on setting up our solutions department.



**> What kind of work does it do?**

Our solutions team is what allows us to stand out in the market and differ from our competitors. There are six team members who are all proven, with a great deal of know-how about IT, new technologies such as CatCam, surgery interconnectivity, data security, sterilization processes, and digital procedures. They are first-rate experts who offer our clients integrated solutions. For many of our customers the top performance of the solutions team and our services provided are the guarantee for a functioning dental surgery, that creates trust.

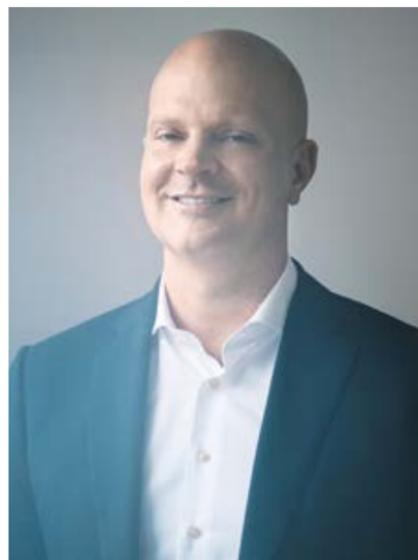
**> What are the main issues you are confronted with at the front-line?**

We want to be more persuasive in showing our clients how we can be a real partner in these challenging times – and not just a replaceable supplier. We have plenty of know-how and the right, motivated people for that. We also don't want to be a vendor's tray offering everything to anyone. For our customers we provide all our best capacities in order for them to primarily focus on their core competencies.

**> You are planning a «worldwide» Curaden strategy.**

**What does that consist of?**

We have a vision and a concrete plan: to bring together all the important players of the dental value chain on one platform; dentists, patients, and suppliers should be able to communicate with one another in a global marketplace. In this fashion, services and offers will be transparently on display. →



#### Sports and values

Michael Fluri, born 1970 and from Zurich, studied business administration. For several years he worked in Chicago as a business development manager for the global IT company Unisys. Since 2001 he has been a leading manager in the dental business and since 2012 CEO of the Curaden Dental Depot. He loves sports, regularly working out at the gym or wakeboarding in summer, though he lacks the time for team sports. He enjoys watching documentaries and reading history books about the dawn of mankind, morals and values, or about modern civilization.

#### > Curaden in ten years time: what are your visions?

We are dealing here with an already initiated development from boxmover to solutions provider and integrator. One hand will serve all our customers: In an increasingly complex everyday dentistry business,, we want to significantly support the dentist in all the critical processes. New technological developments are being adapted by Curaden for the dental market. Keyword: Google Glass. Voice recognition, quality control, and the logging of medical records will thereby be fundamentally changed and simplified. First results and applications will be presented at the Dental 2014 in Bern. These are exciting developments and changes, which we amongst others are at the forefront of. We are talking about developments and changes which are bound to come anyway. The only question is, how Curaden seizes these opportunities. In industrial history there are numerous examples of how companies were able to benefit from such developments. Curaden is in a much smaller scale in a similar situation as IBM was a few years ago, whose turnaround from being a hardware company to a service provider was impressively documented in Louis V. Gerstner's book «Who Says Elephants Can't Dance? How I Turned Around IBM».

#### > What inputs does Curaden get out of international connections. Please give us some examples.

Through Curaprox we're very well connected worldwide. Our supplier markets are also global. Also, due to participating in the company Gerhò, a successful trader of consumables in South Tyrol, we have totally new possibilities of purchasing at better prices and to pass on these advantages to our customers. Two issues are of central importance to me: methods and teams, and in this context also different mentalities. Take for instance the collaboration of the various departments of a dental supplier. Customer service is no longer a «one-man show»; the point is that all the relevant posts focus on the customer as such. The aim is always to serve the client still more specifically, better and more efficiently.

#### > What are the crucial factors concerning domestic dental surgeries?

The market, supply and demand are becoming more heterogeneous. In future we shall increasingly see all variations ranging from the one-person surgery to the center or clinic and from the loyal patient to the Hungarian tourist. Dentists and labs in future will specify and distinguish their strengths and services even more and communicate that to the customer. In short: the modern dentist finds his own brand, his exclusive niche – it's no longer just about drilling and filling cavities!



## Michael Fluri's plea for «partner by Curaden»

At Curaden, we want our clients to be the most successful dentists in Switzerland. Because they are the best and therefore successful. But also, because with the help of the newest technologies and best products they not only relieve their patients' pains and beautify their smiles. They also convey to them a better sense of self-worth and well-being. Such dentists are of course themselves also more content – and convey the brand «partner by Curaden» to the world at large.

Why are these dentists, the Curaden partners, the most successful?

There are many reasons:

- Because they're the best in the eyes of their patients and clients, who increasingly feel themselves to be guests.
- Because they're the friendliest on the job.
- Because they work in bright and state-of-the-art surgeries.
- Because they offer their clients a great service at reasonable prices.
- Because they are dedicated to the credo «prevention comes first».
- Because they continue to educate themselves and gain further qualifications and are therefore cutting edge. This allows them to apply their latest know-how to their clients.
- Because they invest smartly in modern communications technologies, offer a website for smartphones and in turn allow their clients to make appointments via iPhone.

You see, it doesn't take that much to have satisfied customers: above all the treating dentist has to be content himself. At Curaden we guarantee day and night that it stays that way. We are concerned with creating trust and form a genuine partnership with the dental professionals, in order to maintain a long-term und effective community.



All-in-One  
Service

# «Only we specialists provide all-in-one»

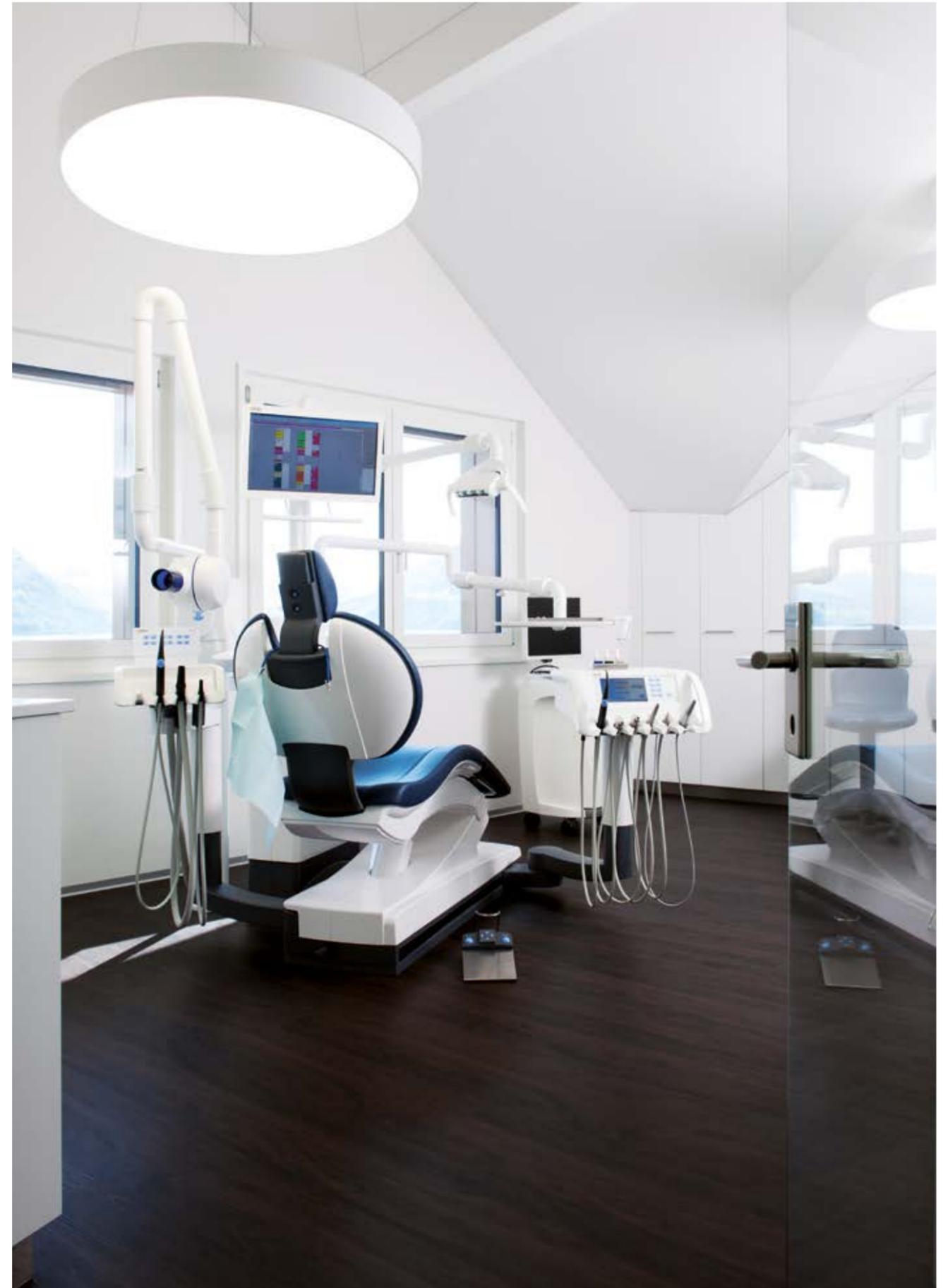
## Family man

**Martin Jungo**, born 1959 and from Biel, is a carpenter by training, was workshop supervisor, and has been a manager since 1998. With a team of 30 employees he has been refurbishing dental practices since 1988; since 2006 he has been employed by Curaden as project manager. He lives at Bütigen in the Canton of Berne with his wife, and looks after his house and garden. He has four grandchildren that help keep him young.

**Martin Jungo**, from Biel, previously a carpenter refurbishing banks, but since 1988 he has been outfitting dental practices. He knows why the planning and architecture of a practice today are more important than ever: «This way the dentist can save costs!»

Refurbishing a dental practice is somewhat like dental care: precaution, planning, correct interventions as well as post-treatment and care go hand in hand. This is what the prudent planner and interior designer Martin Jungo says when he shows visitors around the lake-bound dental practice of Thomas Amstad at Beckenried (canton of Nidwalden). The premises are practical, both elegantly and functionally furnished, exuding a pleasant atmosphere. This is due to Jungo's circumspection. He has long been claiming: «For the dentist it is important that when it comes to furnishing there is one person with professional competence in every area.» Martin Jungo is such a person.

Before beginning with the complex construction or refurbishing of a modern dental practice, Jungo conducts a feasibility study – which is already oriented towards the future: «I need to know from the dentist how he is planning to position his practice in the next four to five years.» That is, does the principal want to have space for additional employees such as dental hygienists, and should the practice be extended later on. →





«Hiring a professional like myself ultimately saves the dentist great costs.»

### Experience and overview

After careful assessment of needs Martin Jungo develops a concept taking into account all the details. Nothing is left out: from an easy-to-clean floor to the most effective dental technology; from suitable lighting to the multi-functional dentist's chair; from appropriate murals to the fitting of x-ray installation. «That's why planning and architecture are especially important nowadays», Jungo says and proudly points to the ideally conceived Beckenried practice of Thomas Amstad.

After establishing the budget and time schedules, Jungo collects offers from the different manufacturers and takes on the supervision of works, which he controls right up to the end. Not only is he highly competent on the delivery but also passionate about the end result receiving many compliments for his work. Jungo: «If you go to a dentist, you want to be treated by a professional. The dentist should take the same approach when furnishing a practice: hiring a professional like myself ultimately saves him great costs.» Because planning a practice involves all sorts of issues: the spatial situation, ventilation and air conditioning, hygienic exigencies, lighting preferences, technical equipment. Jungo has extensive experience to offer and an excellent understanding of the ultimate and most effective solution.

### Sustained relationship

For the staff of the practice the client, i.e. the patient with his or her dental problems, is the center of everyone's attention – for Martin Jungo, however, it is the practice employees which should be able to work in the given space as efficiently and economically as possible. The interconnectedness of the practice is here of crucial significance. Details are important: the technical room with compressor and drainage should if possible be located elsewhere, for instance being installed in the cellar.

This collaboration between Jungo and the individual practice should continue as a lasting relationship: «It's important that the staff continues to be looked after by the professional.» Special attention to and on-going improvement of hygiene and work processes are important. As to the dental practices furnished by Martin Jungo, all threads continue to come together. He knows that «only specialists like us can offer the dentist such an all-in-one service!» No wonder then that Jungo is in demand today more than ever.



## «iT<sup>o</sup>p is tip-top!»

While most people take pleasure in what is past, **Inge and Rolf Kufus** in their Zurich dental practice primarily contemplate the future. The future of sustained dentistry, which lies in prophylaxis and careful restoration.

«It cannot be that people don't engage with what is most basic!» Rolf Kufus throws up his hands, exhortingly raising the Curaprox 1009 single brush, his hair fluttering around his face, eyes sparkling cunningly. The experienced dentist, with his own practice at Zurich's Löwenstrasse since 1986, could take the easy way out by just mending and drilling - and then charging large fees. But no, Kufus wants to do the right thing and look into the mirror in the evening with a satisfied smile. Instead of repairing his clients' damaged teeth in the present, he makes them look at the future: he shows them how with proper dental care they can maintain their teeth healthy, thereby keeping restoration small but fine. His recipe of success is as simple as that. This is about essentials, as can be seen from the interior design of the four Kufus treatment rooms, soberly kept in white and empty. →



The reason is simple: there are hardly any drawers, because inside them hygiene cannot be guaranteed. Only the wooden reception desk in the entrance conveys some warmth, while two Warhol prints on the wall are indicative of exquisite taste. The 1920s house, too, stemming from the Bauhaus era, has style – certainly everybody would feel comfortable here.

#### Industrious craftsman

And then the boss himself. Rolf Kufus is a jovial type, always ready for some patter, but very industrious. In his rugged manner he declares: «I'm a craftsman who prefers to create beauty rather than going for demolition and only go on mending. That's why I motivate my clients. I like to teach them to take care of their teeth themselves.» Admittedly, sustainability is an often-used term. But Kufus aims to achieve it. A dental filling, reliably done, should last for 25 years instead of only 10. Which is why he produces ceramic fillings in his own practice with the use of the 3D sharpening robot Cerex by Sirona, which was developed at the University of Zurich. «Thanks to this machine, clients don't require repeat visits. It is costly.» But due to prophylaxis, fewer fillings need to be made, and also last longer. A promise is a promise – in this respect the fit 60-year-old resembles his supplier, Ueli Breitschmid, Curaden's CEO. About the latter Kufus says: «He is a fantastic entrepreneur, open for innovation and always thinking outside the box. Ueli also loves arguing, we've had some exciting but always also controversial talks.» Their first contact was in 2011 by phone, when Breitschmid wanted to know why the Kufus practice was doing so well.

Kufus answered the query with an aphorism of Cologne professor Wolfgang Lücknerath: «Empiricism is derived from doing – evidence from staring-into-the-computer.» Empiricism, knowledge gained from experience, is the general principle of the Kufus pros, they are doers through and through. But they also work hard as a tight-knit team, from 7 o'clock in the morning until eight in the evening. What is also crucial is the good administration: Inge Kufus, a German scholar by training, keeps her husband Rolf's back free. As the managing director, she organises the team from the reception and is the good soul.

#### Smart tools

Rolf Kufus prefers using his «smart tools» and keeping his customers satisfied. It comes easily to him, because Kufus regards his work as his biggest hobby. Admittedly, he needs to unwind by riding on the bike around the Lake of Zurich or the Pfannenstiel region; and he's also a golfer, «a passionate but poor player». Work as a hobby? Yes, because his profession is very exciting and he takes an interest in people.

And Kufus is a family man. Even if his two sons don't want to follow in his footsteps – one of them is a pediatrician, the other a businessman. One of them, though, was a skater for a long time. «The main thing is that they practise their profession with empathy and passion», the proud father asserts empathy, and passion is what Rolf Kufus is about. With his patients, whom he likes to call customers, he doesn't look at the clock. He forgets about time, which has a relaxing effect on his clients, because their dentist is not stressed. →

No wonder that the 23-strong Kufus team has been able to attract more and more young clients. «That's because we consider the body holistically, without simply looking at the teeth in isolation.» Because if you have an inflamed tooth root, this inflammation will affect the body more generally. «Basically, everything is very simple ...», as Kufus keeps on saying.

#### **Personal trainer in the area of oral health**

«Many damages are caused by brushing one's teeth too hard», the dental expert says. Unfortunately, many clients still don't know that. Which is why the Kufus team is trying to get its customers above all to brush their teeth in the right way. Once a day is quite enough, preferably with Curaprox interdental brushes. But properly, not in a hurry. Mild care is important – the harp rather than the rock guitar. That all muck should be removed from the mouth is no longer tenable, Kufus explains. «No, one has to take care of the biofilm on the teeth and manage it!» How that is done the clients are shown by the staff. They are experienced and likable, like Catherine Schubert with her good ear for music and subtle tones: as if the trained iTop member was explaining for the first time how to brush your teeth. A dental hygiene session at Kufus is more effective than elsewhere: after the «bleeding on probing» beginning, with the purpose of locating quickly inflamed gums, there follows the instruction with tooth- and interdental brushes. Patiently, sensitively, and efficiently the germs in the mouth are eliminated. As Kufus says, «iTop is tip-top! Our dental hygienists are not cleaners, but personal trainers in the area of oral health. They have both good tools and good methods!» For that to succeed, Inge Kufus had her team of dental hygienists and physician assistants schooled by the director of a 5-star hotel in politeness and cultivated manners in dealing with clients. Being friendly, using comprehensible language, showing empathy and passion is better, as the team quickly realized. As Inge Kufus says: «That's how we can indulge our customers in difficult situations. Our collaborators should sense what patients need.» It's always the same: empathy and passion ...

#### **Every decade with a bite**

Additionally, clients are supported with a recall system and reminded of appointments by text messages. Another aim is complete transparency: clients should understand everything technical and have all personal data at their disposal. You may arrange, for instance for personalized 10-year plans to get through every decade with quality and healthy teeth. That sounds like super marketing. Kufus throws up his hands, emphasizing that his team is not doing any marketing at all, because everything depends on word of mouth and a satisfied clientele. «The network is everything!» And Kufus has the future in mind. Above all, he has one goal: «We are pleased about every client who no longer needs us.»

[www.kufus.ch](http://www.kufus.ch)

«I'm a craftsman who prefers to create beauty rather than going for demolition and only go on mending.»



Luxury



## «Rising demand for exclusivity and luxury»

Since 2013 **Lucca Gaffuri** is product manager of swiss smile, the Swiss luxury dental cosmetics business of the Breitschmid group. He is confident that the swiss smile products will excel not only in Switzerland and in Russia, but also throughout the rest of the world. Trend-setter Gaffuri knows that «a smile can change the world».



#### **Gastro child becomes manager**

Lucca Gaffuri (born 1971) grew up at Olten as a gastro child, where he completed secondary school and pursued various passions of his (studying biochemistry, working as a cook, etc.), until in 1992 he started his career doing office work at the Bally shoe factories. A boss who believed in him, hectic times, and opportunities in the new and emerging markets provided him with the fertile ground for major successes. Thereafter he worked in different business sectors as International Area Manager, until in 2013 he found his home in the Breitschmid group. Gaffuri is married and a father of three children; he enjoys cooking and maintains a wide social network.

#### **> Lucca Gaffuri, you frequently travel in the East. Why are the swiss smile products and the clinics of the two Persian Abivardi sisters so perfectly suited for the Russian market?**

The swiss smile brand is not only ideal for Russia, but for all those markets where there is a growing awareness of and need for high-end, exclusive products and services. And in these very markets the swiss smile products, designed to merge aesthetics, functionality, and lifestyle, just fly off the shelves.

#### **> Where else could the swiss smile concept prove its worth?**

We are currently focusing on expanding in various middle European markets – mainly Germany, Italy, France, and the UK. Contrary to our own-brand Curaprox, with swiss smile we above all have to tap into the distribution channels that are relevant to the cosmetics industry: such as perfumeries, spas, beauty salons, selected department stores, and pharmacies. Additionally, we have business contacts with airlines, cruise operators, and luxury hotels.

#### **> A new solvent clientele is now also being acquired in Arab countries. Which customers have been newly persuaded there of the swiss smile line and the luxury clinics?**

In foreign countries clients primarily come from the affluent upper class, simply because of the exclusive price tag. In Switzerland, however, a large segment of our customers are middle-class; and increasingly, we manage to convince more and more younger people of our products. The willingness to buy high-end, qualitatively first-class cosmetics is gradually also penetrating the dental business. People giving themselves a treat – that's what we focus on. We are therefore strengthening our presence in the select specialist trade and now also have a webshop. Additionally, we will introduce a gold edition in the autumn, about which I can only say: «Bling, bling, bling!»

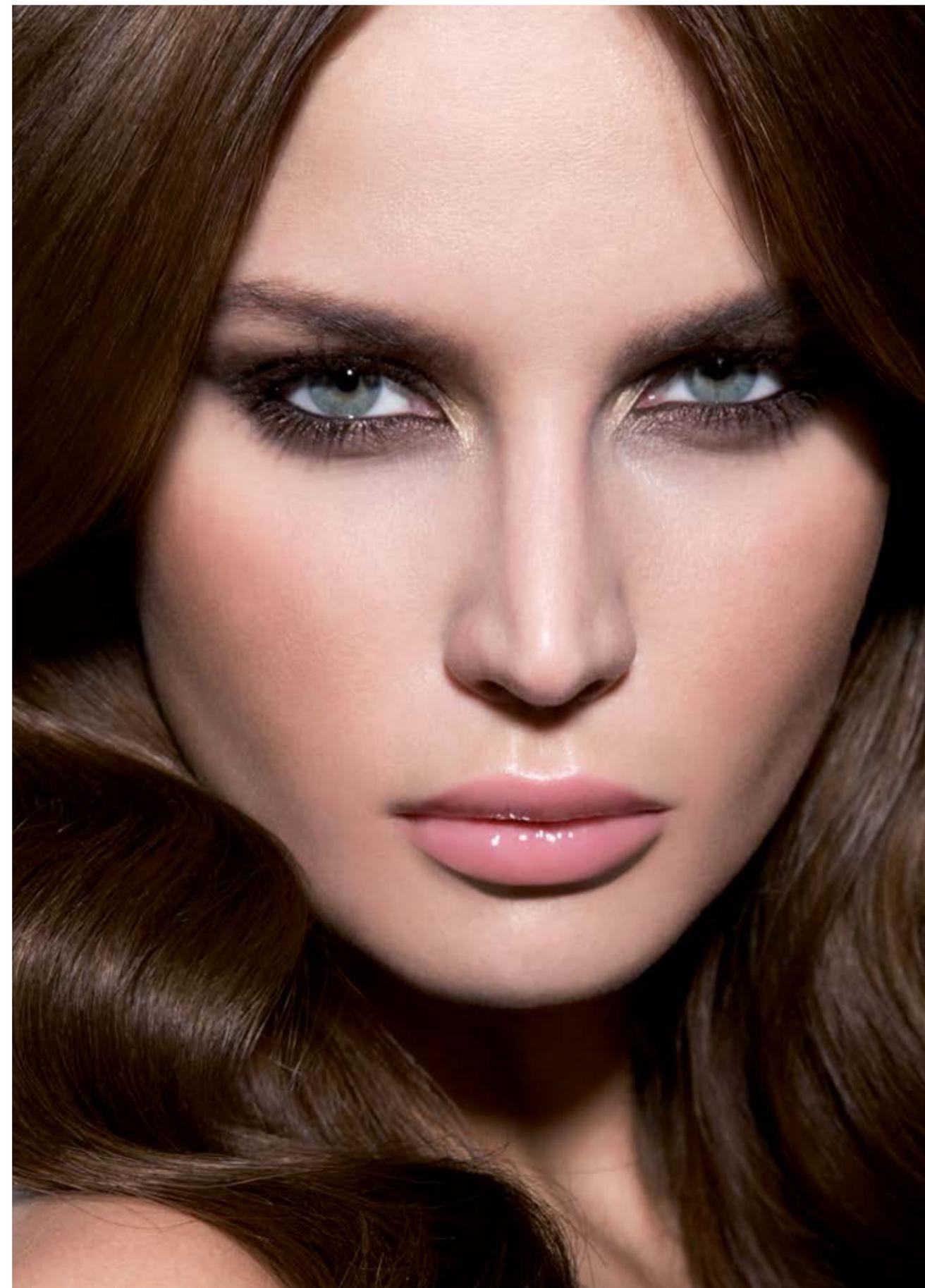
#### **> Of course you yourself are a trend-setter. Which swiss smile products do you use on a daily basis?**

I love the herbal toothpaste in combination with toothbrush No. 5. Since I as a man like to see interim results and have control, I use the black floss. After use it reveals exactly what would have remained between my teeth.

#### **> When will we see the former Vice-Miss Switzerland, Xenia Tchoumitcheva, whom you were able to win as ambassador for swiss smile, appear at one of your events in Switzerland?**

You will have to allow me some time to increase turnover, but it ultimately is my personal goal to hire Xenia as a brand face.

[www.myswiss-smile.com](http://www.myswiss-smile.com)



# The Dynamics of Life

Enzymes are biocatalysts of the metabolism and can be specifically applied in the dental business. For all intents and purposes, **Michel-Angelo Sciotti** represents at Curaden the expert on enzymes. Here is Sciotti on oral flora, the revolution in molecular biology, and on synthetic biology.



Enzymes are proteins, and as such they are the expression of the genes and fulfill most of the dynamic functions of the cells: they regulate the majority of biochemical reactions – from digestion all the way to the replication of genetic information. A life without enzymes is therefore unthinkable. For enzymes it is characteristic that they are able to perform their tasks in the smallest amounts without being used up. They are also used as biocatalysts.

> **Michel-Angelo Sciotti: what is your fascination with enzymes?**

Enzymes represent the most important components of living organisms. Where other biomolecules instead fulfill structural, signal or storage functions, they are responsible for most of the active cell processes. If a cell were a country, then the enzymes would be the inhabitants who enliven and shape the country. They embody the dynamism of life. They determine what we are and how we function. Enzymes therefore are the most important cornerstone of life, but unfortunately are not fully appreciated as such. Contrary to genes, of which we know that they define us as species and as individuals.

> **So what is the difference between enzymes and genes?**

Genes are casting moulds. And what is cast is – mainly – enzymes. So enzymes are the purpose of genes. Schematically one may say that we basically consist of enzymes. So you see, enzymes are even more important than genes. They hold a huge potential for man who for years has also made use of them in non-biological applications: in diagnostics, chemical production, but also in the food industry or in washing powder – many sectors already utilize enzymes on a routine basis. Only the dental business lags somewhat behind in this respect.

> **Why is that?**

In biotechnology, the food industry, or in production chemistry, the use of enzymes has long been established. In oral hygiene, as with cosmetics more generally, enzymes still represent an innovation. So the breakthrough hasn't taken place yet. But you already find different enzymes in tooth pastes or mouthwashes. With more or less effectiveness.

> **How do these «little people» work in the mouth?**

Personally I prefer to describe enzymes as nanoscopic biomachines or biotools: they have a function, but no intention. They are «only» cell components. At any rate, in our saliva alone there are masses of human enzymes. They serve to predigest our nutrition or to fight microbes. The microbes and the nutrition themselves already largely consist of enzymes. Through a targeted supply of enzymes, developers are trying to shift the complex oral balance, for instance in order to stim-

ulate the decomposition of harmful substances or, on the contrary, to produce a useful substance to suppress the proliferation of oral flora. Enzymatic treatment does not aim for the «efficiency» of a Javel mouthwash. In biological systems radical solutions are seldom of use. Especially regarding oral hygiene, one needs to proceed with great sensitivity.

> **What is your collaboration with Curaden like?**

Curaden banks on innovation and for years has been selling enzyme-based oral hygiene products. Curaden aims to connect their expertise with other specialized expert knowledge. I serve as the «enzyme-unionist». The School of Life Sciences of the University of Applied Sciences and Arts Northwestern Switzerland has many years of experience with enzyme applications. With Curaden we are now newly exploring the domain of the cosmetics industry. As a scientist, one often considers that whole sector a curiosity, because a cosmetic product has to fulfill both objective and subjective demands. Some researchers have problems with the latter. Personally, I find the whole area very exciting and very much enjoy the collaboration.

> **In what direction is enzyme research developing?**

Enzymology is meanwhile a relatively old discipline. Technological demands are increasing steadily, with the search for ever more effective enzymes. The revolution of molecular biology now allows to improve existing enzymes, to make them more stable, faster or more precise. What nature doesn't offer the biotechnologist wants to create himself. The next challenge will be to use the tools of molecular biology to produce new, artificial, custom-made enzymes. This trend is not limited to enzymes and has its own name: synthetic biology.

«If a cell were a country, then the enzymes would be the inhabitants who enliven and shape the country. They embody the dynamism of life.»



**Michel-Angelo Sciotti**

Innovation researcher Michel-Angelo Sciotti (45) works at the Institute for Chemistry and Bioanalytics at the School of Life Sciences. At the University of Applied Sciences and Arts Northwestern Switzerland at Muttenz (Canton Baselland) he has been working on enzymes since 1998. Sciotti lives with his wife and three children at Frick (Baselland). He enjoys reading and writing, and competes with his kids in gaming.



Export

# God is a Brazilian!

**Erik Vidal** promotes and sells Curaprox products in Brazil. After seven hard years he is so successful today that his competitors have started to copy the model 5460 toothbrush. «Of course, the copy is never as good as our Curaprox classic», Vidal asserts.



Erik Vidal (centre) with his GL team.



«Brazil really absorbs you – but my job is tremendously enjoyable.»

Even in the eighth year, work days are long and hard, ever since the native Swede Erik Vidal (59) returned to Brazil, where he had spent ten years in his youth. Already at six o'clock in the morning the country's chief Curaprox representative is already in contact with the staff in Switzerland, where the clock reads 1 pm. 14 hours later, Vidal is still on the ball, usually in his mobile office: «At eight in the evening I receive the last orders from the nation's pharmacies.»

Business is going well and life is hectic for Erik Vidal, in the world's seventh largest economy with its 200 million inhabitants. And although the Brazilian economy currently is not on the upswing, Vidal cannot complain. Despite poverty, crime, inadequate schools and hospitals, Vidal would not want to live and work elsewhere. He is looking forward to the Olympic games in Rio de Janeiro in 2016. In keeping with the cliché, the country lives in an upbeat Samba rhythm.

#### Reasons to dance

And Vidal has many reasons to dance: in the almost 40 countries in which Curaprox products are being distributed, he ranks among the top 3 in toothbrush sales, and among the top 10 in terms of overall turnover with exclusively mechanical products. «If I could also sell Curaprox chemicals, we would be the number 1. But the health authorities want to register all import products themselves – which involves a huge amount of paper work that so far has deterred the Curaprox executives in Europe.» Also, the Brazilians excel at producing generics, as they already proved with Aids medicines. Or now with a copy of a CS 5460 Curaprox brush. While its head very much resembles the original, it cannot compare with the Curaprox classic: the bristles are too hard, it doesn't sit optimally in the hand, and it's not colourful enough.»

The advantages of Curaprox are indeed obvious, as more and more Brazilian den-

tists realize. Which is not surprising, as Vidal and his staff of 30 (10 employees in offices and warehouses; 20 sales reps on commission basis) based in the metropolis of Sao Paulo with its 28 million inhabitants, market to the 230 universities in Brazil with chairs in dentistry, and the upcoming dentists. «Our lecturer, Professor Hugo Lewgoy, is similarly charismatic as Jiri Sedlmayer, who regularly gets standing ovations after his lectures. Because many students for the first time learn some fundamentals of dental care ...» Every month, they organize ten nationwide presentations and courses for about 100 prospective dentists each.

#### Love of family and job

These enthusiastic dentistry students soon send their clients to the department stores and pharmacies which sell Curaprox products all over the country. At fairs there are Cura-girls, trained dentists and students, who with a broad smile and beautiful teeth do their very best to promote the exquisite Swiss products. Be it fairs, universities, dentists, or department stores – Vidal is procuring customers on all conceivable fronts. «Brazil really absorbs you – but my job is tremendously enjoyable», says Vidal. Because he is successful, with monthly growth rates of 10 per cent, he finds it easy to do without his usual hobbies such as diving or motor-biking. And the still young Curaprox baby is joined by others: with his wife he has six-year old twins that he enjoys looking after. Which is easy to do when he's able to work from his virtual office at home. The man is smart, no doubt. And he has arrived in a country where he can perfectly combine his love of family and job. As he likes to say, «God is a Brazilian!»



#### In almost 40 countries

For 50 years Curaden International PLC has been distributing a broad range of products for dental and interdental care. Ueli Breitschmid's family-owned business supplies the posh Curaprox products worldwide to almost 40 countries, with Brazil as its showpiece. Curaden launched its special Curaprox dental care line in 1974 and soon took over a pioneering role in interdental care. Since 1976 it has a distributing company in Germany, since 1999 also in the US, with branches and agencies soon to follow in Europe, America, Asia, Africa, and in the Middle East.

# Prophylaxis - simple & tops

Teaching, motivation, and control – these are the three pillars on which the success of **Jiri Sedelmayer's** iTop concept rests. The expert from the University of Hamburg and partner of Curaden created his revolutionary prophylaxis schooling, because «brushing your teeth is a bit of an art».



Jiri Sedelmayer, Hamburg.



## > **Jiri Sedelmayer, what distinguishes your iTop concept?**

Decisive for the success of iTop, our individually trained oral prophylaxis, are three things: first, the motivation; second, the training units repeated at short intervals; and third, the proper devices. These three factors make perfect oral health a reality. iTop is the quintessence of this insight, guided by the knowledge that brushing one's teeth is something of an art which requires basic training and lifelong, continuous control.

## > **From whom should one learn successful oral hygiene?**

Please don't learn autodidactically, let alone adopt your parents' techniques – but stick to the advice of dental professionals! They have everything at their disposal to relay the proper habits of oral hygiene: the necessary authority, the training, the personal relationships, and the professional equipment. If they additionally employ the insights of iTop and the newest atraumatic cleaning aides, success is guaranteed. Clients enthusiastic about care also have a motivating effect on dental pros – a win-win situation.

## > **You have been collaborating with Curaden since 1995. What is the significance of Curadox products to you?**

As a supplier of interdental and oral hygiene products Curaden is my first choice. I appreciate the constant and high quality of their products together with their user-friendly design. Curadox accepted most of my suggestions of improvement and integrated them into their communication and product design. That's why Curaden has everything which our students, patients, colleagues and I need to optimally benefit from iTop: top products that are practical in their application.

## > **Top products in the battle against the circle of troubles. Which begin harmlessly with bad breath and plaque, leading to gum bleeding, and finally to the falling out of teeth.**

All the more reason to maintain good prophylaxis. Today it is possible to gain almost 100 per cent control over plaque. So it is obvious that gum bleeding and bad breath are in general symptoms of incorrect, insufficient, or infrequent oral hygiene. Gum bleeding and foul breath, however, also offer the best opportunities to motivate patients and to positively influence their habits of oral hygiene.



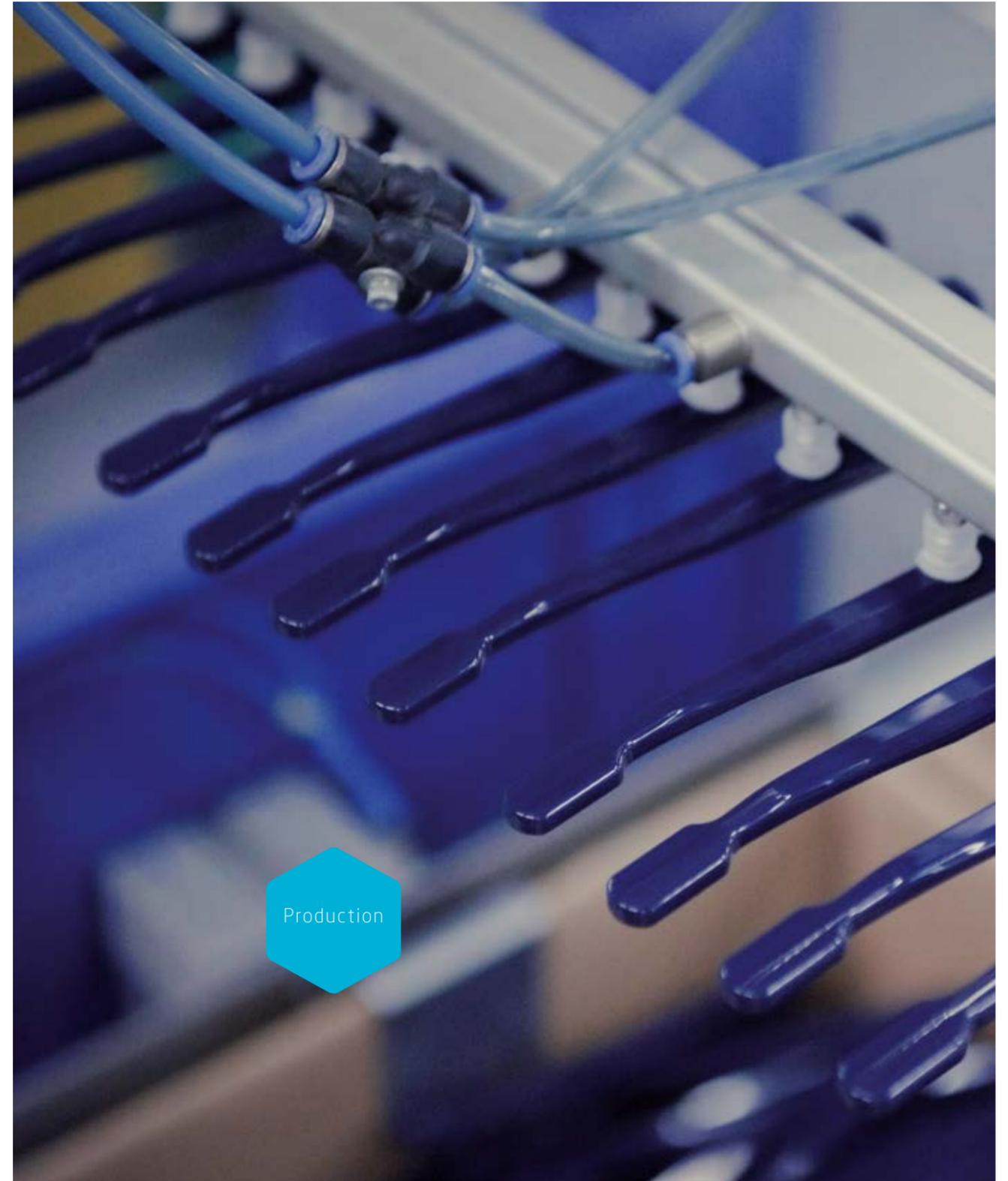
The art of proper tooth brushing has to be learnt properly: under professional guidance.

# The success story everyone is talking about

A major success story since 1979: the Curaprox toothbrush is a million-seller and has been exclusively produced for Curaden since 1995. But what is the secret of this little marvel? An inspection of the technical production at the Ebnat brush factory.

Maximum hygienic care is called for at the production facility: the employees, concentrated on their work, wear hairnets and blue overalls. Temperatures are tropical with up to 80 per cent humidity. We are inside the production site of the Ebnat brush works, right at the heart of the Toggenburg quality company, where 170 employees produces brushes of all kinds, like brush and shovel, as well as various oral hygiene products.

And especially toothbrushes of all sorts. The largest and most reliable major Swiss companies are their clients: Coop, Landi, or Migros. And Ueli Breitschmid and his Curaden Group. «This is the Mercedes among simple toothbrushes», declares Pius Thoma (born 1951), managing director of the brush factory for the last 25 years. He holds up his company's slimmest product, the Curaprox CS 5460. «No other has as many bristles as this one: 5460.» That is a world record, and an extremely usefull one, too: while traditional brushes with only about 500 bristles tend to make you rasp off gum and dental enamel, the Curaprox 5460 brushes the teeth gently. →





# They require six production steps:

## Injection molding:

Two hoses lead from the ceiling of the thermoplastic molding section into the abyss of a machine as large as a delivery van. Here the clattering is incessant: granulate and dye are heated up to 240 degrees, liquefied and within seconds pressed into the form of the Curaprox CS 5460. 40,000 pieces are produced per machine in one day, and there are 36 different colour combinations.

## Bristles:

It takes 2.5 seconds to fit an individual Curaprox toothbrush head with up to 5460 bristles. The eye can barely follow the fast-paced speed of the robot as the bundles are anchored in the 39 holes.

## Cutting:

In three cutting processes the bristles are cut to the same length, which however gives the bristles angular ends.

## Rounding:

On four to six grinding heads the still angular bristles are rounded in order not to injure teeth and gum.

## Embossing:

In one pass per colour the toothbrushes are embossed. The two-coloured stamping then for instance reads: «Curaprox CS 1560 soft» - this soft model has 1560 bristles - , «Curaprox CS 3960 super soft», or «Curaprox CS 5460 ultra soft.»

## Packaging:

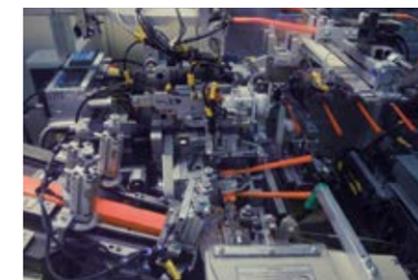
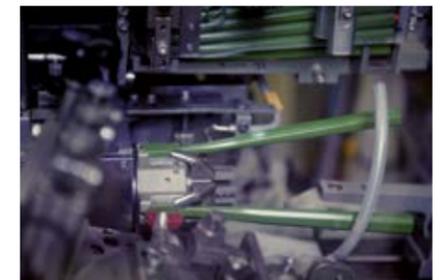
The toothbrush receives a transparent protective head. Through being heated, a PET foil is formed into a so-called blister, the toothbrush is placed inside it and closed with a carton lid.

Thoma laughs contentedly and looks proudly at Noldi Braun. Recently retired, Braun designed this classic in 1979 (see interview), with only minimal changes in all the years since. In 2011 alone the Ebnat works produced 12 million pieces of the Curaprox CS 5460, almost half the amount of all the toothbrushes manufactured here. The production process per toothbrush takes about 2 minutes, enabled by two fully robotized and automated machines running at full speed.

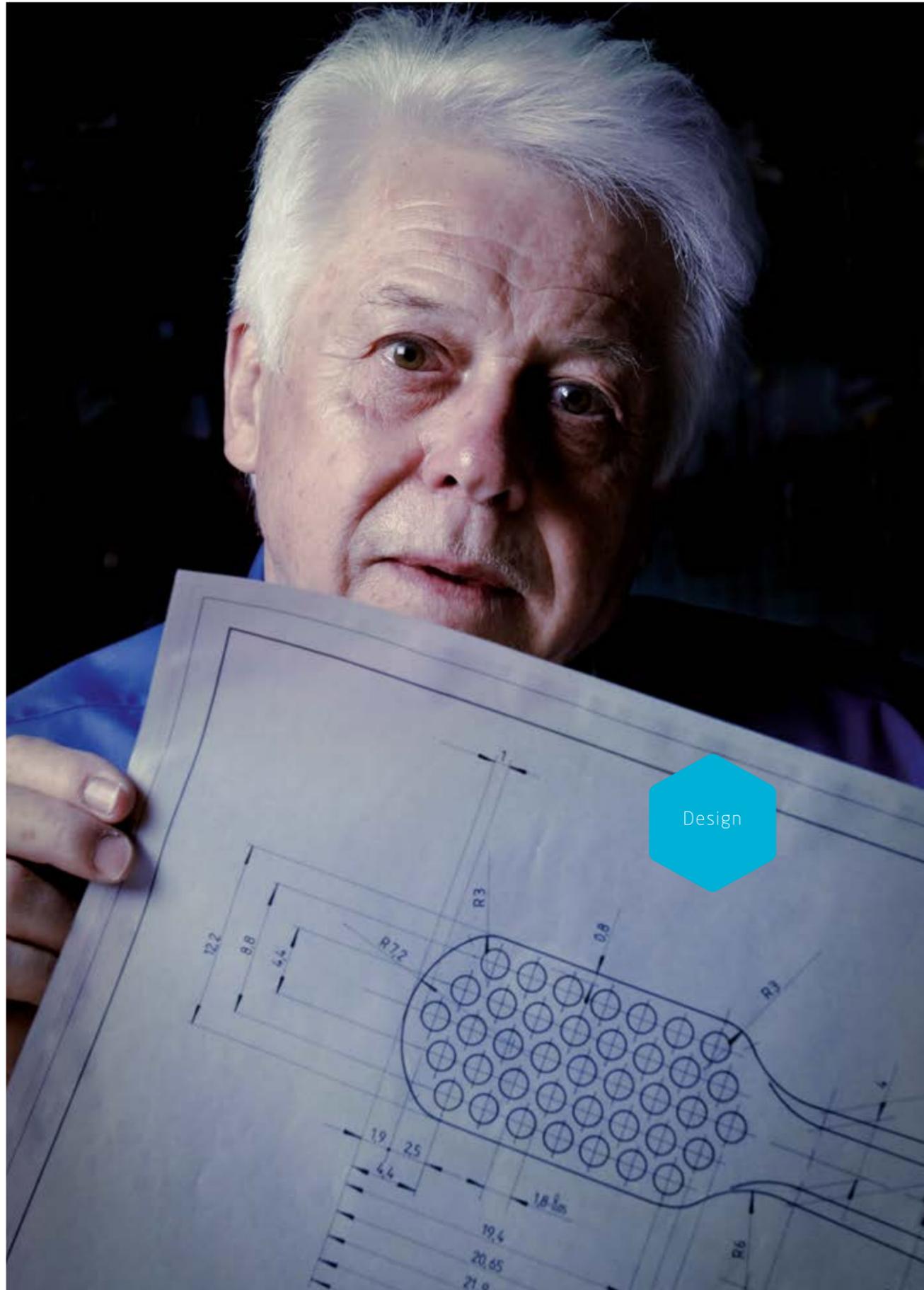
### A modern classic

Anyone who has ever held and used a Curaprox CS 5460 knows it is a classic whose basic design has endured through modern times, thereby becoming timeless. Furthermore: «It is a cult toothbrush», as Ebnat's managing director Pius Thoma says. «Design, handling, and cleaning effect are optimally matched. I don't know of any toothbrush which has had so much success for so long.»

And this resilient toothbrush will remain successful. Thoma is convinced that «as long as there are people with sensitive gums, they will appreciate the qualities of the Curaprox CS 5460.» However much competitors may bank on complicated designs of brush heads and two-component plastics: In its simplicity lies the formula for success of this marvel which shines in all mouths.



From injection molding to packaging: how Curaprox toothbrushes are produced.



# «As straight as a pipe it was to be!»

Toggenburg developer **Noldi Braun** had his magic moment in a rare stroke of luck: the trained mechanic had been working in marketing for the Ebnet Group since 1975. In 1979 he designed the Curaprox toothbrush. After 300 million sold pieces he says: «The practical is always the best!»



## > Noldi Braun, in 1979 you called today's Curaprox product «Belladent». Why?

We wanted to create a practical toothbrush which simply provides for beautiful teeth - hence «bella dent». My design intention was to shape a toothbrush with a handling as easy as possible. By comparison, take a look today at all the utopian designs of round and bent contemporary toothbrushes: many users complain that in using them they end up with their thumbs in their mouths - which was not the case with our Belladent and the current Curaprox! The somewhat thick grip is especially popular with very young and very old clients, whose fingers are a little clammy.

## > Did you have to follow design specifications?

Yes, I did. Before we signed an exclusive contract with Curaden, we were producing the Curaprox for a variety of customers. It was to be as straight as a pipe and allow for a simple embossing of the given name, which of course was different for each customer. So I designed the smooth broad surface, which has stood the test of time.

## > How has the product changed in the course of its 33 years of manufacturing?

Very little. The head with the embedded bristles became smaller and thereby more comfortable, more pleasant to use in one's mouth. We made the sets of bristles denser, so that today we are able to anchor 5460 bristles in 39 holes of the brush head. And the colours we adapted to fashion trends, our toothbrushes are cheerfully colourful today. But otherwise: with more than 300 million pieces sold - who wants to make major changes?

## > Now that you're newly retired, this doesn't need to concern you any longer. What are you changing in your life?

I shall have more time for pop music, playing cards, and for politics. But I like looking back at my 50 years in the service of the Ebnet brush works. My wife recently said to me: «You never once went to work grumbling!» Which is true, because I was and still am proud of my work and the products I helped design. And for the rest of my life I shall continue brushing my teeth with my Curaprox - after all it's been 40 years since I went to the dentist the last time.



Ginseng

# Ginseng is virtually a miracle cure ...

As the head of Vital Curaden, pharmacist **Matthias Mütsch** develops high-end ginseng products. «Ginseng enhances the performance of body and mind and thereby enriches life enormously», he says. No wonder then that this root was once as valuable as gold.

> **Matthias Mütsch, the Curaden company is a dental professional. How did you get to develop and market Vital products for Curaden?**

Curaden boss Ueli Breitschmid, a versatile and prudent entrepreneur, engaged me to bring diversification into his large group of companies with new products. The beginning in 2007 was difficult, the way ahead far from straightforward. Nonetheless: the effort has paid off, and we have found our profile.

> **What do you mean by profile?**

As you know, we have specialised in the marketing of ginseng, a medicinal plant which in Asia has a tradition of thousands of years. The production «stronghold» of these powerful roots is in South Korea, where the best quality of ginseng is produced. Although ginseng products are not new to us here, we would like to so to speak «re-invent» ginseng in Europe.

> **How do you do that?**

We are developing ginseng products as unique in quality and composition as possible. To this end, we sought the collaboration of one of the world's leading ginseng experts, Dr William Park, the president of the South Korean ginseng society. That's how you create high-end products.

> **Which ones are they?**

Currently the first product we are marketing is Vital Curaden 49+. The ginseng essence is specifically tailored to the needs of people around 50. So ideal for those who are in the midst of life and want to extend this stimulating period for as long as possible: intellectually, physically, and professionally. →

**Nature pharmacist**

**Matthias Mütsch**, from Zurich and born in 1960, after working for 15 years as a civil servant, felt ready for a new challenge: the Lucerne Cantonal Pharmacist, who had made a name for himself as a pandemics expert, wanted to professionally integrate his passion for natural products. In 2010 together with Ueli Breitschmid he founded Vital Curaden and since then has been setting new standards with ginseng products. He lives in Lucerne, at Kehrsiten (Nidwalden) on Lake Lucerne he keeps a motorboat.



Ginseng farmers talking with Matthias Mütsch.



**Division VITAL CURADEN**

The division Vital Curaden is the brainchild of Matthias Mütsch, the pharmacist of Curaden International plc. The Vital products, in keeping with Curaden's philosophy, have preventive effects. The basis of the first products is the almost entirely organically grown ginseng root. Four people work for Vital Curaden, the products are brought to customers via the Curaden sales reps.

**> What does Vital Curaden 49+ contain besides ginseng?**

22 vitamins, minerals, and trace elements which are also helpful. Vital Curaden 49+ contains more ginsenosides, i.e. ginseng essences, than any other vitamin-enriched ginseng product. A capsule at breakfast, and you have all you need for a successful day. Ginseng improves the performance of body and mind and enhances resistance to stress. It is also good for exams and during convalescence.

**> Is ginseng a miracle cure?**

In general you could almost say that: with respect to its effects ginseng is extremely versatile. The root is probably one of the best examined medicinal plants there are. There are studies that prove that ginseng also stimulates the immune system and can be good for the skin. Asian popular wisdom also praises ginseng as an aphrodisiac.

**> So it's a second Viagra?**

No, it isn't. But it has been shown that ginseng improves sperm motility. Because sexuality is experienced at its most fulfilling in a stress-free environment while being physically exerting, ginseng with its stimulating effect has a positive influence on one's sex life.



**> A single product, however, is not enough to make you and your company tops. What other plans do you have?**

We have developed several new products, including skin-care products; for example, our handcreams and body lotions, all of which are naturally enriched with ginseng. As our «flagship», we have launched a lifting fluid for smoothing and toning the facial skin, which is being very well received.

**> In your advertisements you claim that ginseng and ginseng is not the same. What do you mean by that?**

We aspire to only use the qualitatively best ginseng. Only ginseng of South Korean origin is good enough for that. It is grown by hand, and by people standing in a thousands year-old ginseng tradition. These ginseng farmers nurture every ginseng root for five years, i.e. until all the active ingredients have gently matured. The plants' growth is almost organic, and the customer does not need to worry about toxic impurities as with products from China. But these ginseng roots have their price, because they are up to five times as expensive as for instance the Chinese or US-American variants. Ginseng is valuable, in previous centuries ginseng was just as expensive as gold.

**> To you too this magical root is worth gold, one senses your enthusiasm about ginseng. What still motivates you?**

Through my visits to South Korea I have learnt that ginseng is not only a medicinal plant, but a part of Korean society. Ginseng has so many facets and can help people in many areas of their lives. Namely in a prophylactic sense: precaution is always worth it. That's where we come again full circle to Curaden, whose products follow the same philosophy.

Ginseng field on the North Korean border.



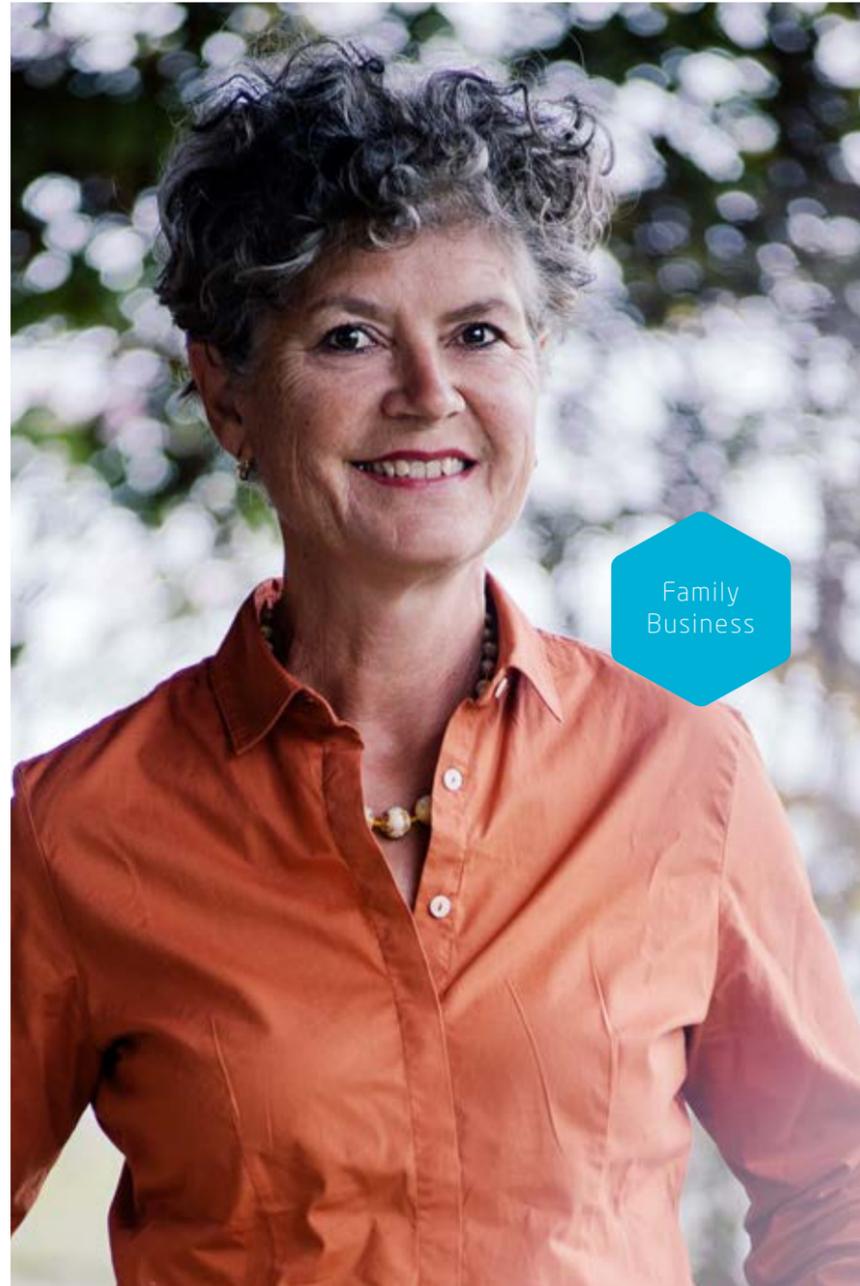
Matthias Mütsch also inspects the ginseng tea.

# The Breitschmids

## The strong woman behind the scenes

**Erika Breitschmid** (born 1955) has been on Curaden's Board of Directors since 2003 and is on call in personnel recruiting. For recreation she often works in her garden and enjoys cooking.

«After our four daughters moved out and myself no longer being on the Meggen community school board, I have more free time. Which I like using for our family business. Four times a year and together with a small editorial team I publish a newsletter for our employees in the Swiss plants. I'm interested in health, the dental business and of course my husband Ueli's company - if I can assist him in the decision-making, all the better. After all, behind every strong man there usually is a strong woman.»



## Supervisor with a playing field



**Christine Breitschmid** (born 1985) has been managing Curaprox in France since the end of 2012. She is a scout leader and loves snowboarding. She also helps organise two music festivals in the region.

«I am trying to get our Curaprox business in France up and running. Together with eight local co-workers I want to structure the French company, install a webshop, and line up the marketing. I'm a kind of supervisor, managing this new market and helping it to develop into a strong market. Additionally, I organise summer camps and events for dental students all over Europe. So that they can later go out into the wider world as ambassadors and rave about our Curaprox quality. That's excellent marketing!»

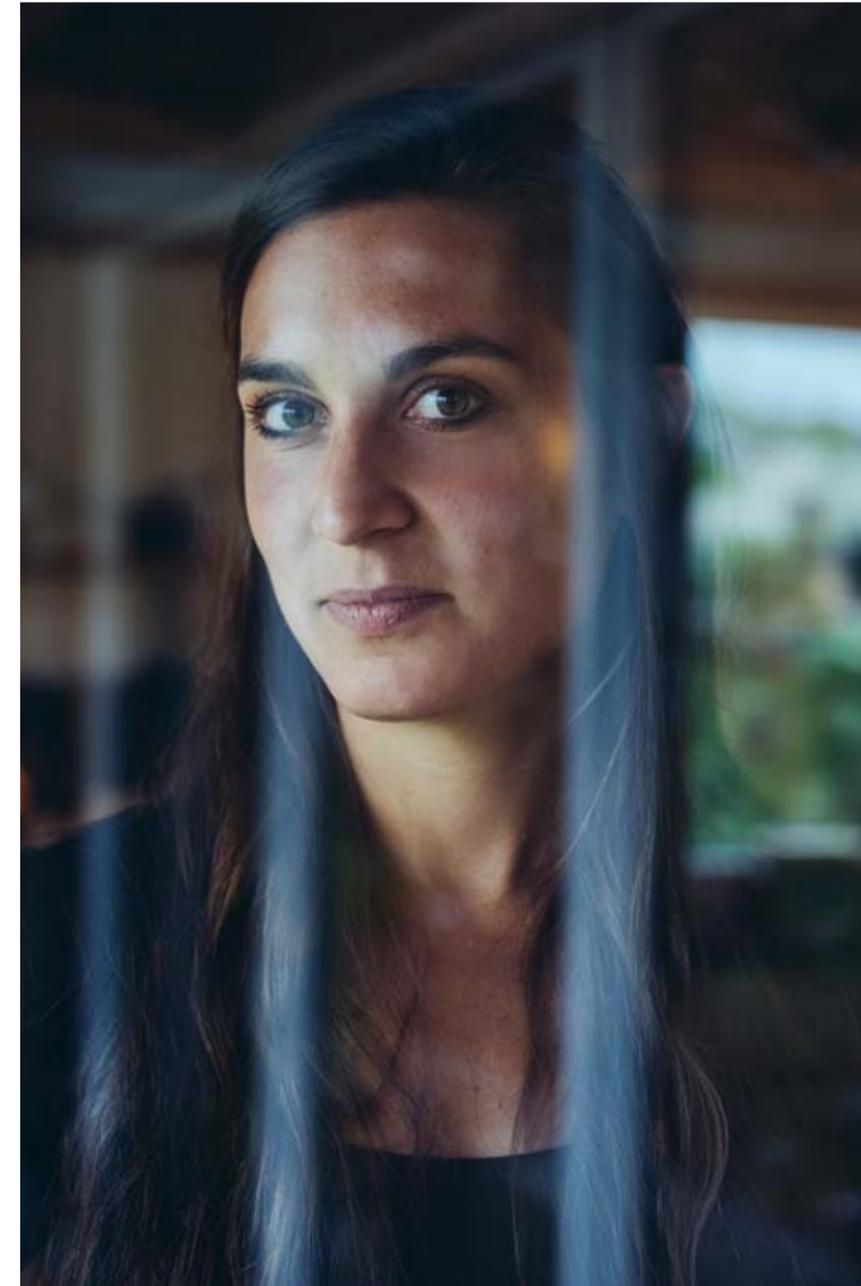
## Trainer in a flea circus



**Laura Breitschmid** (born 1987) has been organising the iTop training for two years at an international level. She manages an art space in Lucerne (sic-raum.ch) which guested at the Art Basel 2014.

«Our iTop, the individually trained oral prophylaxis, is an interesting concept that can change a lot. Because the idea of constructive rather than destructive dental care is extremely sensible, healthy, and sustainable. Most people feel they are taking proper care of their teeth – but that is not the case. That's why I enjoy motivating and instructing many dentists and dental professionals in the proper care! I am passionate about it and have great fun – I often see myself as a trainer in a veritable <flea circus>.»

## Self-taught winemaker



**Nora Breitschmid** (born 1989) has been employed as a vine tender since 2011 at the family-owned vineyard Sitenrain at Meggen. A sporting ace, she loves hiking, snowshoeing, dancing, and yoga.

«I'm the right-hand woman of winemaker Benno Schwager, and together we tend Ueli's vineyard. That's my passion, because as a self-taught winemaker I learn something new every day. And I also take care of the organic vegetables, the chickens as well as their organic eggs at the manor. That provides a good balance to my studies: at the University of Applied Sciences and Arts I am studying Marketing and Communication. So that we may soon sell our excellent white wine <Solaris> even better! It tastes wonderful. Cheers!»

## Close to nature and customers



**Carla Breitschmid** (born 1993) assists her sister Nora at the vineyard. Being gifted for languages, after a year out she wants to learn more and dreams of going on an extended journey around South America.

«In the vineyard when I help my sister Nora I'm close to nature. On the side, I also take care of deliveries and thereby get to know customer care. And our wine is of course very earthy. I love working with my hands, as I have already during tryout weeks with a stonemason, a goldsmith, or with a furniture restorer. I want to live conscious and act responsibly, which I learned also in the girl scouts, where I particularly enjoy the teamwork.»

## The Lord of the five Ladies



**Ueli Breitschmid** (born 1945) is the doyen of the Breitschmid enterprises, which grew around his passions - dental business, winemaking, restaurants - into a heterogenous conglomerate. He is proud to have his wife and four daughters involved in his business.

«My profession has been my calling ever since I started working for the Curaden company in 1966. And as my motto is <living is collecting>, it is only logical that next to the dental business I also manage vineyards at Meggen, in Sicily, and soon in Spain, as well as five restaurants and a hotel. I am proud to have about 200 employees on my payroll and to distribute products in around 40 countries. It would be nice to see those numbers increase further, as I'm planning to remain active as an enthusiast, role model, doer, and entrepreneur for as long as possible. And to run the family business with my five ladies.»

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