

curaden

# the spirit<sup>3</sup>



Innovation



Identifikation



Vision





# the spirit<sup>3</sup>

We at CURADEN have embraced a spirit that drives us forward on a daily basis. With the utmost personal dedication we prove not only that we have the best customers and the best products, but also the best employees in the dental industry. We thus offer our clientele a partnership-based solution: a win-win strategy here forms the basis of commercial success.

At the same time, we look towards the future: for us, ongoing anticipation of market changes is a prerequisite for this collaboration. Just as the teeth of the future will be able to «think» thanks to an implanted sensor, prompting their owners to clean their teeth or visit the dentist, so we continually think ahead and probe our industry on a constant basis. This is the lifeblood of the CURADEN employees and our spirit.



## «Think further!»

Welcome to Spirit 3. The third edition of the Curaden image magazine represents a new beginning for me: for the first two editions of Spirit in 2012 and 2014, I took charge as a freelance contractor. I was so intrigued by the company, the products and the passionate people behind them that I now occupy my own position at the Curaden headquarters in Kriens. And I'm proud of our continually growing communication department.

On the subject of communication: In the beginning was the Word. Or so it reads in the «Book of Books», the Bible, itself a magnificent collection of thrilling and inspiring stories. These Bible stories are pure communication, not to mention famously effective marketing that has brought millions of pilgrims to churches and continues to do so.

Marketing is everything, say some. Others say no news is good news. Still others like to differentiate: even bad news is good news. I say: marketing is storytelling, something people have enjoyed doing since the beginning of time. Telling stories that move us. Information about the bison hunt told around the campfire. Trivialities from the world of the rich and the beautiful recounted in front of the fireplace. Or even, as here, the latest about Curaden: for this purpose we have Spirit – our company's own Bible, full of thrilling and exciting stories. «Think further», says our slogan. Uncompromising, unconventional, innovative.

To me, Curaden is true rock 'n' roll. I wanted to move to this company because, after years of wandering from one tedious and ponderous large company to the next, I wanted to feel the sweaty excitement of rock 'n' roll once again. Previously I had done just that when, as a culture journalist, I was able to meet celebrities like Angelina Jolie or James Cameron. Interviewing the actress and the brilliant director was a revelation. These encounters meant learning from celebrities just what good storytelling could achieve. What's more: Jolie, who was considering her long-term health, and Cameron, who was working towards a sustainable future for society, proved that they too agree on one thing: think further.

James Cameron is one of the most passionate people in the world. Not only because he made the two biggest, most successful films of all time, «Titanic» and «Avatar», but also because they really are great movies! How does the filmmaker achieve this? – With magnificent images, crystal-clear messages, with realism and truth in every detail. And by conjuring up all his characters with a truly human touch on the screen. He shows in a human way what moves human beings most of all. «Titanic» and «Avatar» rock, because here too the message applies: think further.

It is thus that we aim to pursue our communication at Curaden too: with magnificent images, crystal-clear messages, realism and truth in every detail. And with a truly human touch and profound emotion. Rock on!

**Infotainment: information combined with entertainment. Take a look at our background stories on Martina Hingis, the report on a day with Steve Odermatt in China or the very personal interview with Christine Breitschmid. Paramount here is the vision and mission of our CEO, Ueli Breitschmid: better health for you. That too is tantamount to «think further».**

Human, inspiring, awesome: just like the people at Curaden AG. Just like our communication: human, getting to the nitty-gritty of what most inspires us. So you can see that Curaden is storytelling. Storytelling is rock 'n' roll. Curaden is rock 'n' roll. And that's what moves us most.

We hope you enjoy our infotainment – bursting with spirit.

Mathias Haehl, PR & Communication



**Martina Hingis**  
from page 6



**Steve Odermatt**  
from page 28



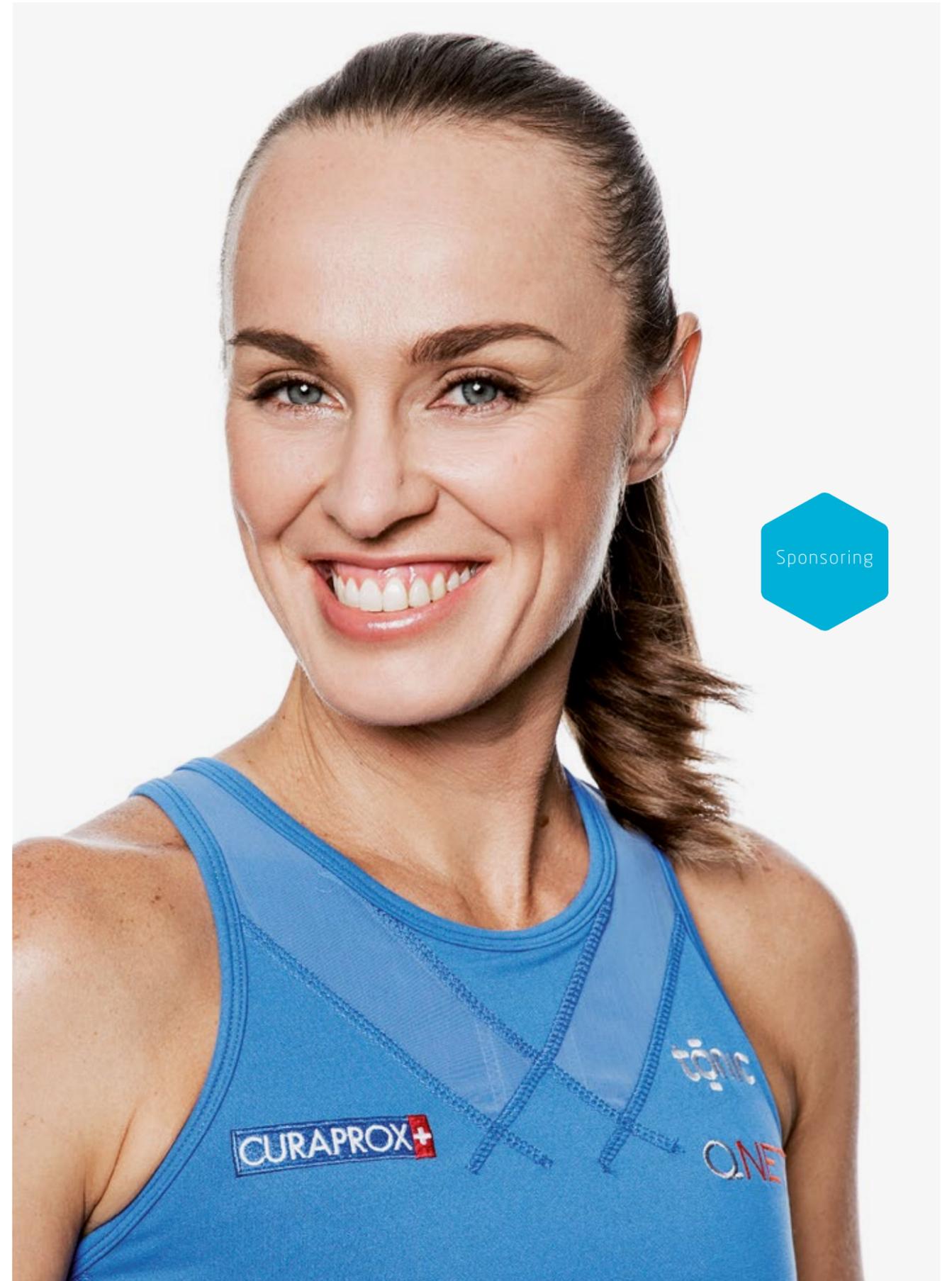
**Christine Breitschmid**  
from page 52



**Ueli Breitschmid**  
from page 76

# Darling without attitude

Her smile beguiles fans all over the world: Swiss tennis player **Martina Hingis** is a brand ambassador promoting CURAPROX products. And she's perfectly suited to the role, as her first photo shoot – complete with rackets and toothbrushes – proves.



### Three years as a brand ambassador

Curaden AG has been proud to boast the globally successful Swiss tennis player Martina Hingis (35) as an international brand ambassador since early 2016. The one-time youngest number one in tennis is a hot topic – just like the care products of the globally successful dental company and its brands CURAPROX, swiss smile and megasmile. For three years, up until the end of 2018, she will perform the role of brand ambassador for the Curaden philosophy and the CURAPROX products. She will hopefully also open the doors to the enormous markets of USA and India thanks to her connections – her doubles partners Coco Vandeweghe and Leander Adreian Paes.

Game, set and match. That's basically the life of Martina Hingis. She stands behind the net with her feet apart, her gaze focused on the little yellow ball. Her hair is pulled high into a perky ponytail. Muscles tensed, she shines in the spotlight, all cameras turned her way. The sporting legend is trained to perfection – and ready for anything. Not just to give it a good go, but to win – always. The 35-year-old explains: «That's what I work for every day, and that's what motivates me every day!»

Cut to a pose with racket, a pose with a CURAPROX toothbrush, a pose with both. And a smile. Flash, flash, flash. For two days a ten-person team buzzes around the tennis star. First in the studio, then in the indoor tennis centre belonging to her mother Melanie Molitor. Generally she rocks a sports dress, whilst funky music plays in the background. And occasionally she dances along to it as she loosens up, swinging her racket and brush in time with the beat, to «Shake your ass, baby!», by Fat Dog, or «Give it to me right», by Melanie Fiona.

Photographer Sabine Liewald and Max Wettach, Head of Brand Identity and thus the man in charge of visuals at Curaden, give instructions: «Chin slightly to the right please!», «Careful, don't cover the CURAPROX logo on your chest!», «That's it, perfect, keep it up!» We are in a photographic studio in a grey industrial district of Zurich, but Martina Hingis's magnificent smile brings sunshine to the naked concrete walls. And it's clear to see she's actually enjoying herself. With a broad smile and radiant white teeth she says: «Cleaning your teeth is fun!»

### Uncomplicated and upbeat

When asked about the collaboration with Martina Hingis, the photo shoot crew, who appear focused and scurry about in the background, are unanimous in their verdict: she is extremely professional, relaxed and focused. She represents Swiss values like courtesy, discipline and reliability. Not to mention modesty. She is a thoroughly grounded sweetheart.

«It is a pleasure to work with somebody as uncomplicated and upbeat as Martina. Most noticeably though, she has such a warm radiance about her!», says Andrea Kipfer. The hair and make-up specialist is delighted to be working with the star. Eight years ago, she took part in another shoot with Hingis, who was promoting kitchen appliances from V-Zug. Looking back though, that was comparatively reserved, says Kipfer: «As she has matured, Martina has become more beautiful. If only every photo shoot was so easy!»

Once Martina Hingis is done with the portraits for autograph cards and various photo and film campaigns, there is a short break. In the meantime, Ueli Breitschmid, owner and CEO of the commissioning company Curaden AG, and his daughter Christine, a member of the Executive Board and the Board of Directors, appear on the set. They too have a short stint in make-up. Christine asks Martina: «But you don't wear any when you're playing, right?» – «No, a bit of mascara at most», responds Martina Hingis, dismissing the idea. Yet the younger tennis generation do things a little differently: «They often see appearance as more important than the training!», Hingis laughs endearingly.

### Youngest number one in tennis

At 35 years of age, she is now one of the older players – yet it all began at an unbelievably young age: Hingis had her breakthrough in 1997, becoming the world's youngest-ever number one as a 17-year-old. And she can now claim the same top spot in doubles. Today she can look back proudly on five grand slam successes as a singles player, and more than 20 grand slam victories in the doubles. And she is already looking forward to appearing with Roger Federer at the Olympics in Brazil this summer. What an outstanding pairing! The same goes for Hingis and Curaden, since Lucerne-based entrepreneur Ueli Breitschmid is also increasingly successful. He has spent the last 40 years building up his dental business Curaden from his base in central Switzerland, and last summer Breitschmid opened the company's own production site in eastern Switzerland.

With it, he launched a mission for better dental health across the world. His CURAPROX toothbrushes have already acquired cult status in Brazil, the Czech Republic and Slovenia. Soon, they are set to be launched in India and China as well.

### Crash course from the CEO

In December 2015, Ueli Breitschmid notched up another success, bringing a global ambassador on board for three years who shines with a lot more than just her radiant smile: it was with great pride that the Curaden boss presented Martina Hingis as the world's best doubles player at the beginning of 2016. Breitschmid was beaming just as much at the sales meeting in Berlin where he introduced Hingis, wearing a dress decorated with toothbrushes, to his 150 employees. And they were soon queuing up to have their photo taken with the radiant sports star. At the photo and film shoot, Ueli Breitschmid also insists on giving her a crash course in oral hygiene. An assistant to the photographer whispers behind her hand: «Your boss is definitely a dentist, right? He's examining Martina's mouth pretty thoroughly there!»

Ueli Breitschmid shows true passion as he appears with Hingis in front of the camera, but the owner and CEO of Curaden AG is equally thoughtful when analysing the collaboration overall: «Martina Hingis is our perfect match – she fits optimally with our company, which operates in more than 60 countries, because she is a mature and credible ambassador who is recognised internationally. This exceptional sportswoman has a strong personality, is hugely independent and remains popular the world over; she will convey our modern style of oral care perfectly. Together, we want to get everyone talking – and brushing – in the future.»

That's what's known as a forward strategy: game, set and match for Ueli Breitschmid. And an even more beautiful smile for Martina Hingis. It's just a win-win!

MH



«Cleaning your teeth is fun!», say Ueli Breitschmid and Martina Hingis. Together, they want to get everyone talking – and brushing.

# «Beer, black and Beatles»

It's not only on the tennis court that Martina Hingis boasts quick reactions. She's also **right on the ball** when it comes to answering interview questions. So let's get play underway with «either - or».

> **Either - or please: Skirt versus trousers - which would you choose?**  
Skirt.

> **Blouse versus T-shirt.**  
Blouse.

> **Tennis versus riding.**  
Tennis is my job, riding is my hobby. I can't compare the two, both are equally important.

> **Mountains versus beach.**  
Mountains.

> **Snow versus waves.**  
Snow.

> **Town versus country.**  
Country or forest. But I also can't survive without the city. Fortunately it only takes 20 minutes to get to Zurich from where I live.

> **Beer versus wine.**  
Depends on the mood, at the end of the day though probably wine. I like to drink beer with Japanese food, but it tastes almost like water.

> **Black versus white.**  
White during the day, black in the evening.

> **White versus colour for your tennis gear.**  
I like to see some colour - tennis is a circus and it injects some life into it all. You have to have a little bit of colour.

> **Rolling Stones versus Beatles.**  
Beatles. Let it be, Yesterday - I was singing those when I was in school.

> **Amy Winehouse versus Adele.**  
No question: Adele.



**Martina Hingis**  
Swiss tennis player / born 1980 / youngest ever tennis number one at 17 years old / currently number one in doubles

«Martina Hingis will convey our modern style of oral hygiene perfectly.»



# Only one call away

Motivated, committed dentists need only make one call and the professionals at the CURADEN Dental Depot will be on their way to refit their workplaces. Dentist **Nico Bühler** from Zurich wanted a new practice – state of the art, naturally!

## < Medical career

Certified dental surgeon Nico Bühler (born 1976) comes from Weiningen (ZH) and studied in Zurich. He worked as a senior physician in the Clinic for Reconstructive Dental Medicine at the University of Basel, but he has run a practice for tooth preservation and reconstructive dental surgery since 2011. His team consists of eight employees who support an active clientele of around 3,500 people. Nico Bühler is married with one son. His vocation as a dental surgeon is hobby enough: he attends a good 150 hours of further training each year.



«The IT solution of Curaden  
was impressive.»



**Mathias Riechsteiner, IT Director  
at the Curaden Dental Depot:**  
«This is the most exclusive practice.»

Tradesmen scurry through the corridors, polish off the final joints, lay cables and connect instruments to machines and computers. Silent creators in an upmarket environment: this is a hive of activity in Dietikon, near Zurich, in a practice designed entirely in white with bronze sculptures for golden dashes of colour. «We normally have around three months for a conversion like this, but here it's all been done in six weeks», says architect Andi Lüscher. At times, his builder worked with eight plasterers around the clock in shifts.

Lüscher and his team made the whole thing possible, with a little help from the Curaden Dental Depot, in whom dental surgeon Nico Bühler placed his utmost trust. The reason? «Because their IT solution was impressive», Bühler explains. He wanted optimum digital networking, and most importantly to have just one contact person for questions and problems. Curaden offers all this with its optimally organised and structured Dental Depot. «Other depots have missed a trick with this offering», says the dentist.

#### **Efficiency, communication, motivation**

And there's more: the entire set-up package is convincing, the dental surgeon says, and he would recommend Curaden to others without hesitation. «I wanted the best possible practice in which optimum results could be achieved in terms of the efficiency of the work, communication with the clientele and in the motivation of the workforce», explains Nico Bühler as he shows us around.

Since this son of a renowned restaurateur is a true perfectionist, he had everything made and fitted new in the premises of a 120-year-old house. And Bühler is satisfied with the result: the latest LED lights hang resplendent from the ceiling between old decorative stucco work, and the dental hygienists also work at the very latest dental chairs. Even with the smaller materials, there has been no cutting of corners: furniture designer Reiner Zeising was commissioned to make everything to dimension in line with the dental surgeon's high demands. Drawers in the four treatment rooms, for example, are handle-free for hygienic reasons and are operated manually - since any motor would create problems in case of power cuts. →



**Andi Lüscher, architect:**  
«It was all done in six weeks.»

### **Exclusivity in practice**

Mathias Riechsteiner, IT Director at the Curaden Dental Depot, shows us the digital heart and mind of the entire practice in the basement. He as well is thoroughly satisfied: «This is the most exclusive practice we have set up so far. Clean and solid, with the finest materials in every detail, it's a pleasure to work on.»

And the reactions of the first patients? Nico Bühler laughs: «They love my practice – just like I do! Because it's bright, big and welcoming. And most have just one word to say when they arrive: wow!»

### **Three ways to happiness**

There are three ways to establish such a cutting-edge practice: either the dentist takes over an existing one, he has the professionals at Curaden set up a new one, or he modernises his existing practice so that he can once again satisfy his clientele with top services optimally.

In any case, all you have to do is call!

*MH*

# Success can be planned



CURADEN AG  
Riedstrasse 12  
CH-8953 Dietikon  
T 0800 55 06 10  
F 0800 55 07 10  
info@curaden.ch  
www.curaden.ch

curaden  
dentaldepot

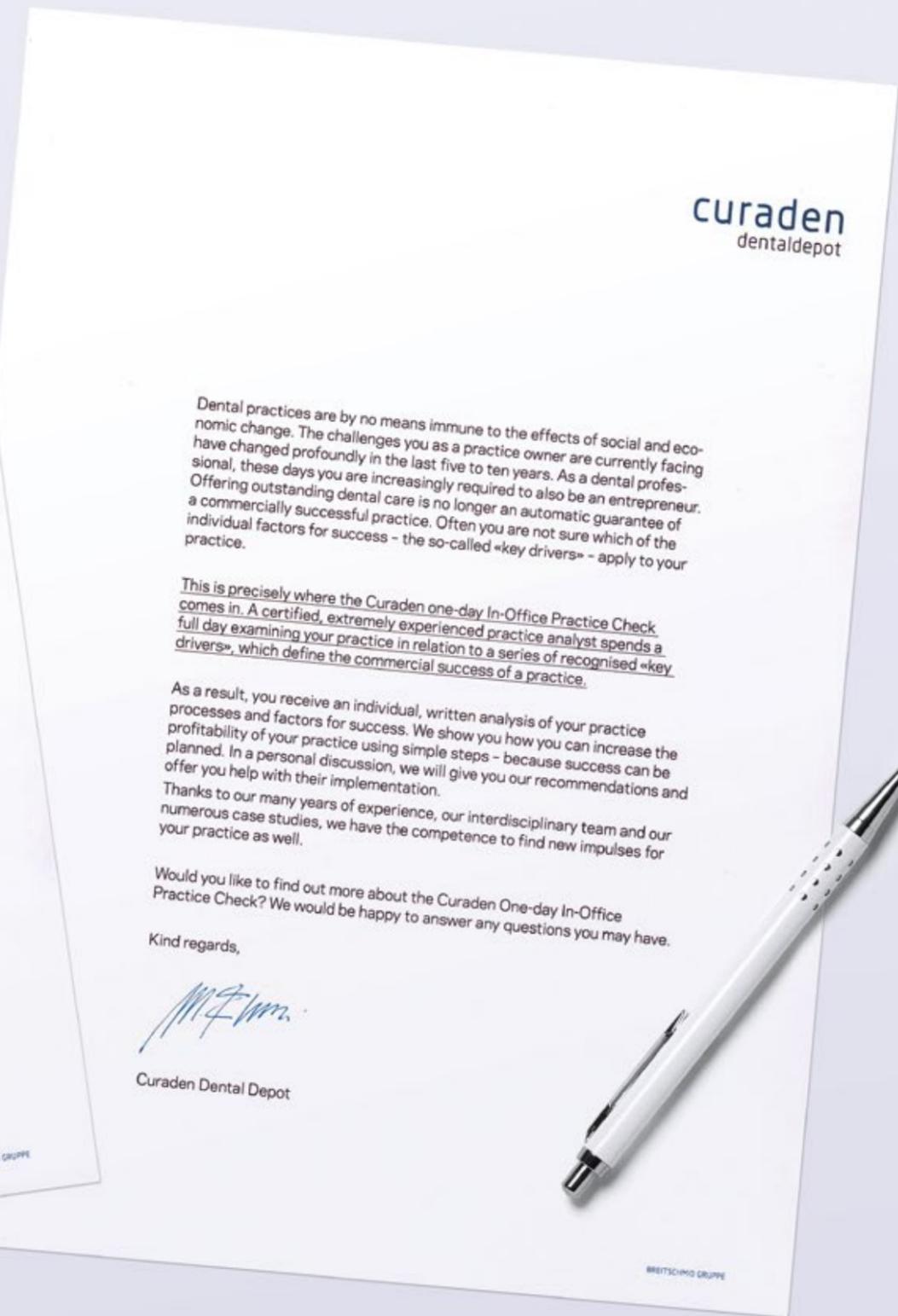
June 2016

Dear dental professional

Have you ever asked yourself:

- X What does the establishment of more and more big group practices mean for me, my team and my practice?
- X How can I best advise my clients so that more of them opt for the optimal medical treatment?
- X What measures can I use to acquire new clients?
- X Should I be doing more "advertising or practice marketing"? If so, in what form?
- X Can I make use of my practice resources - both human and material - more efficiently?
- X Can I optimise my practice processes (shift planning, recall, debtor management, staff management and much more)?
- X Is the accounting concept for my dental hygiene efficient?
- X Are my costs for technical services still justified?
- X Does my hygiene concept correspond to the Swiss Medic requirements?

BREITSCHEID GRUPPE



curaden  
dentaldepot

Dental practices are by no means immune to the effects of social and economic change. The challenges you as a practice owner are currently facing have changed profoundly in the last five to ten years. As a dental professional, these days you are increasingly required to also be an entrepreneur. Offering outstanding dental care is no longer an automatic guarantee of a commercially successful practice. Often you are not sure which of the individual factors for success - the so-called "key drivers" - apply to your practice.

This is precisely where the Curaden one-day In-Office Practice Check comes in. A certified, extremely experienced practice analyst spends a full day examining your practice in relation to a series of recognised "key drivers", which define the commercial success of a practice.

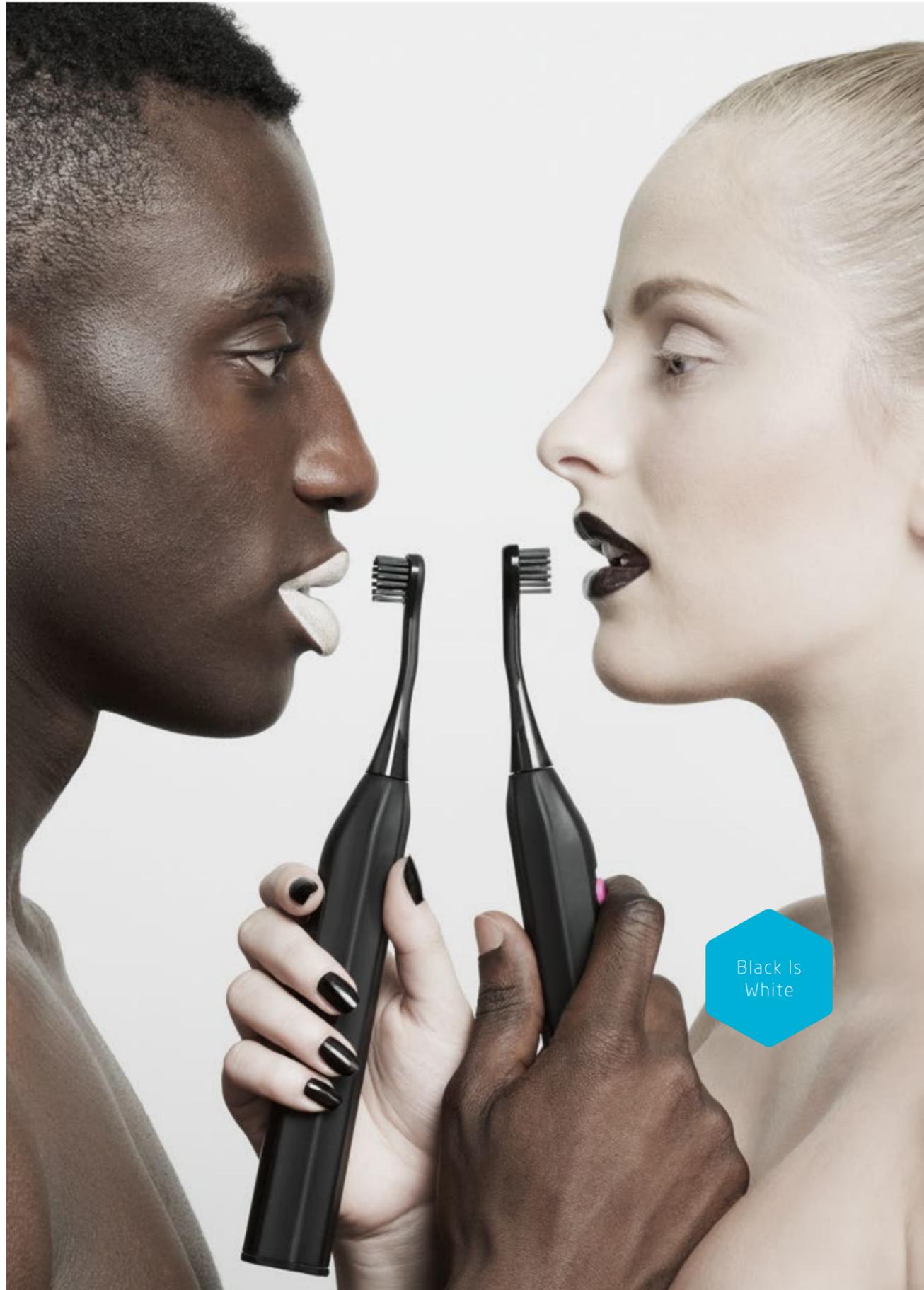
As a result, you receive an individual, written analysis of your practice processes and factors for success. We show you how you can increase the profitability of your practice using simple steps - because success can be planned. In a personal discussion, we will give you our recommendations and offer you help with their implementation. Thanks to our many years of experience, our interdisciplinary team and our numerous case studies, we have the competence to find new impulses for your practice as well.

Would you like to find out more about the Curaden One-day In-Office Practice Check? We would be happy to answer any questions you may have.

Kind regards,

Curaden Dental Depot

BREITSCHEID GRUPPE



# Success in black

The Curaden brand CURAPROX stands for oral health.  
So how does a **whitening toothpaste** fit into the range?  
Brilliantly - that's how! A success story told in black and white.

Two men are at lunch. Question: What do people expect from a toothpaste? Healthy teeth. According to the CURAPROX philosophy however, all you need for this is a toothbrush. At most a mild toothpaste like Enzycal. Hmm, beautiful teeth, nice and white - that's what people want. But this requires bleaching or abrasion - that's not CURAPROX's style. (The soup is gradually consumed.) So how does one actually stand out in this toothpaste market? With black toothpaste of course! (Main course.) So, black - there's certainly no toothpaste like that. But does that mean just adding colour? That's not CURAPROX's style either. Everything must fit together, nothing should be harmful. (Now on to coffee.) Charcoal. It's black. It makes stains disappear without causing damage. Whitening - CURAPROX-style. A lifestyle everyone wants. →



### Ta-dah – Black Is White has arrived

One spring later, 2015: the black toothpaste has arrived. Carefully developed, fine-tuned, praised by testers, beautifully packaged, with a trendy tube. In summer 2016 one million are produced, and a large quantity of these sold. «This is something I only secretly expected», says Ueli Breitschmid, «we even had to place a follow-up order.» One tube of this charcoal toothpaste costs CHF 22.50. Anyone who buys one, you might think, must be crazy. So why do people buy them? «We have paid a lot of attention to the design, of course», says Brand Manager Max Wettach. Wettach designed and developed both the tubes and the entire marketing communication. Rico Kamber has been Product Manager since 2015, and had this to say: «The tube alone is a design experience, beautifully crafted, but also haptically very different from other tubes.»

### Contradictory

The name, which Ueli Breitschmid himself came up with, is perfect: «Black Is White». Short, simple, contradictory. Wettach: «The name stays in your mind and tells you exactly what you're getting.» On top of this it is international, something that is not entirely unimportant for a brand that is represented in sixty countries, «and these countries are ordering extremely well», says Kamber.

And what was anticipated at that lunch is now known to be true: «Black Is White» is a product that meets a demand. Everybody wants beautiful teeth, and it corresponds to a lifestyle; beautiful products are much in demand. In addition, it is manufactured in Switzerland, and that is another advantage when it comes to exports.

The adverts are indeed beautiful, but there are very few to speak of: Breitschmid does not like advertising. Some PR and a press release should be sufficient. And what is the result? «Black Is White» is reported on in the press, so crazy – and so beautiful – is this product. There is scarcely one paper or magazine that does not report on «Black Is White» – or show it in all its beauty. The media resonance is huge: from Annabelle magazine to Elle to Gala. The NZZ on Sunday also reports on the toothpaste in its Style magazine. It is all over social media too. A blogger celebrates «Black Is White» on YouTube for almost nine minutes straight – unbelievable. And a German science magazine presses firmly on the tube in a ten-minute TV test.



«Black Is White» is probably the first whitening toothpaste that works entirely without abrasion or bleaching – and even enhances oral health.

### Inner Values

The question arises: What is the situation with the CURAPROX claim of producing only products that have a positive impact on dental health? Products that cause no harm, that really and truly work and that customers are also happy to use. In the words of CURAPROX: «Black Is White» is not only accepted, but is also non-harmful and effective.

So let's take a quick look at the basic ingredients: charcoal, hydroxylapatite, fluoride, enzymatic system. Charcoal, also known as «medicinal carbon» has been used for centuries, for example to remove toxic substances from the stomach or the intestine. Charcoal «absorbs» particles, assimilating them. It is true that there are no scientific studies into whether charcoal is effective against staining on teeth, even though its strong absorbent properties have made it an old home remedy against tooth stains. Yet the effect on discolouration of teeth is highly plausible – so plausible that Breitschmid was convinced the risk was worth taking. «The toothpaste's success has proven this was the right decision», says Kamber, «because the reports from our testers are unequivocal and the feedback coming from the market over the last nearly two years makes it very clear: the charcoal works.» →

### Mineral from the Engadine

Fluoride really needs no explanation – in terms of dental health, it is the most important ingredient in a toothpaste. A new ingredient for any CURAPROX toothpaste, however, is hydroxylapatite, a mineral that is harder than steel. It can be found, for example, in the Engadine region and in Bavaria's Fichtel Mountains – and in our own teeth. It is already contained naturally in our dentin, accounting for 70% of it. Hydroxylapatite hardens enamel by remineralising it. And since it is much smaller than fluoride, it can help to close up carious lesions quickly as they begin to form, for example open dentin channels. In addition, when used regularly, hydroxylapatite forms a protective film over the enamel and gives the teeth a pearly shine.

And of course there is the enzymatic system, which has already been proven in the Enzykal toothpastes. The three enzymes actually occur in saliva and fundamentally enhance oral health: these enzymes are naturally effective against bacteria, viruses and fungi, protect against caries and even promote the flow of saliva.

«So this is something you wouldn't have thought possible», says Kamber, «namely a product developed according to marketing measures, which more than just fulfils the requirements of dental medicine.» We can look forward to seeing what emerges from Mr Breitschmid and Mr Wettach's next shared lunch. MR



#### Ueli Breitschmid, a man of ideas:

«This product is really the pinnacle. I'm delighted about how my people have made it a reality, from the planning through to the design.»



#### Max Wettach, Brand Manager:

«It is a pure pleasure to have so much freedom in designing a product and the marketing communication to go with it.»



#### Rico Kamber, Product Manager:

«'Black Is White' combines the best of CURAPROX: the claim that oral health is a lifestyle and the claim of developing outstanding products for dental health.»

### Toothpaste, toothbrush, electric toothbrush

«Black Is White» is available in two different flavours. «Black Is White» with added menthol comes in the black tube, whilst in the form of «White Is Black» in the white tube, it boasts a milder, more refreshing lemony taste. The company has also produced the «Black Is White» and «White Is Black» toothbrushes to go with them. Thanks to 5100 Curen® filaments and their reinforced white centre-strips, these work effectively against plaque and, at the same time, are gentle on gums. And the pièce de résistance: the premium product, the hydrosonic electric toothbrush «Black Is White» offers lifestyle tooth-cleaning par excellence. With a beautiful black, sophisticated design and up to 42,000 movements a minute, it promises beautiful teeth.



# Number 10

Curaden AG is already among the top ten dental companies worldwide. Its 300 employees are proud, not least about the **Facts & Figures** from the last year.

- 25 789 456** toothbrushes manufactured
- 1 001 011** tubes of «Black Is White» toothpaste produced
- 204 052** fans of the Facebook site «CURAPROX Brazil»
- 201 307** dentists involved in knowledge exchange with Curaden
- 82 961** views of the CURAPROX advert on YouTube
- 11 607** people who have undergone an iTOP training course
- 5000** square metres of space available in Degersheim for production facilities
- 784** webinar participants of the educational programme
- 535** dental firms offering CURAPROX products
- 301** Curaden employees worldwide
- 129** CURAPROX products that dentists can order
- 66** countries in which CURAPROX products are sold
- 40** years of expertise in the dental industry
- 36** colour combinations in which the «CS 5460 ultra soft» CURAPROX toothbrushes are available
- 32** countries that boast a national version of the website [www.curaprox.com](http://www.curaprox.com)
- 7** Curaden company locations in Switzerland
- 1** vision: «Better health for you!»



# China, made by Steve

«Made in Switzerland» is a label that appeals particularly to Chinese buyers. Luxury products from Bally, Rolex or Toblerone are highly sought-after, and recently the Chinese have cottoned on to CURAPROX products too. All thanks to Sales Manager **Steve Odermatt**. Spirit spent a day with the man creating a stir in China.

The wild east: thrilling, surprising and, not least, exotic – never a dull moment. As Sales Manager, Steve Odermatt is responsible for cultivating the Asian markets. His specialty: China, and not only because of its size, with its 1.4 billion inhabitants. We spent 17 hours out and about with the busy salesman. Between breakfast, traffic jams and contract signings, he always finds time to relax over a green tea. After all, a good cup of tea can often lead to the green light, but we'll let Steve Odermatt, the man with the big bushy beard and long hair, explain for himself:



**> 7.03 a.m.:**

«Breakfast with the local Marketing Manager Frank Jiang in Ningbo, to plan the day. This coastal city of 1.5 million is considered the Venice of China and is of interest to us primarily because there are many dental companies and factories in the region. Amicable exchange over breakfast, lunch or dinner is essential in China in order to lay the foundations for successful projects. The morning meeting begins with a noodle soup, not to mention a traditional green tea ceremony: cups and teapot are warmed in advance, the tea is double-brewed and the participants smile as they nod at one another. A pleasant, bonding experience.

Since October 2015 Curaden AG has had a new partner for CURAPROX products, which works in close cooperation with the team in the Kriens headquarters and also develops the Chinese market with me. And what a market it is! With more than 1.4 billion people, it is constantly changing, with a continual spirit of optimism and breakthrough. For CURAPROX, it harbours huge potential. However, oral and dental health are still at a fledgling stage among the Chinese population, hence my particular focus on education.

«What a market China is! With more than 1.4 billion people, it is constantly changing.»

**> 9:12 a.m.:**

I have finally arrived in the office of our partner, because the morning traffic in Ningbo is hard to predict. In the cool training room, where the temperature is around 16 degrees, I have to attune around 25 marketing and sales employees optimally to CURAPROX by means of a product and sales training session. These training sessions generally take two to three hours and are quite regimented in order to be as effective as possible. Here I place great emphasis, most importantly, on the advantages of the CURAPROX products as well as their origins in Switzerland, the fine CUREN filaments, the comprehensive product portfolio and the correct usage.

In China, where consumers are used to «scrubbing» their teeth with hard bristles, I am aiming to bring about a gradual shift to CURAPROX CS 5460 ultra soft toothbrushes through dentists. Nothing works without competent role-models! And because the people in this enormous country are now placing more value on a healthy lifestyle, oral health, which is proven to be key to overall health, must be explained in detail.

**> 11:28 a.m.:**

Following the training session, I join Marketing Manager Frank Jiang at an official meeting with the local authorities, which have their own regional TV channel. In China TV shopping and mobile commerce – which are purchase portals managed via smartphone – are profitable channels, which can likewise be used primarily for educational purposes. But before all that it is necessary to get in tune for the meeting and get to know one another, and what better way to do so than with two or three cups of tea? This way both sides are already seeing green ...

The team from the authority appears to be interested in our presentation of iTOP. I am amazed by the expertise and fastidious approach with which our company practices prevention and education in the field of oral care. As is common for Asia, no decision is made immediately; first it is important to define an initial milestone. A delicious noodle soup rounds off a successful meeting.

**Outside the comfort zone**

Steve Odermatt (born 1969) has been underway as CURAPROX Sales Manager since June 2015. The Nidwalden native is responsible for the multifaceted region of Asia and leaves no stone unturned as he works with the distribution partners to raise the profile of CURAPROX in this region of over four billion people. A good 60 percent of the world's population drive Steve Odermatt's dynamism. He acquired his broad knowledge and ample experience in numerous sales and marketing positions at companies like Coca-Cola, Heineken and Galenica. When he has free time, this extremely healthy eater (muesli, fruit) likes to take trips outside of his comfort zone. Rio de Janeiro and Tokyo have never failed to inspire him.

→

> **2:33 p.m.:**

Tea? But of course, I always like to adapt to the customs of the relevant country. And I now hold fast to this tradition that I've come to really like. The afternoon begins with a broad smile. The winner of an appeal for the most attractive female dentist poses proudly before the photographer in the middle of her practice. Our partners worked with their own magazine «Fashion Dentist» to find the gems of the oral care world. The award is presented in ceremonial fashion, with photos taken and endless hands to shake. This gives me the opportunity once again to present our excellent CURAPROX products to the ten dentists and assistants present. This helps our products to flow directly into day-to-day work in situ. A particular source of enthusiasm is the ample CURAPROX portfolio of interdental brushes, which continue to be something of a novelty in China.

> **4:56 p.m.:**

I am once again at the premises of our partner to discuss the content of the next edition of the magazine «Fashion Dentist» with them. The aim here is to purposefully develop CURAPROX as a brand for dentists and to introduce the products gradually. The editorial team is working closely with the communication team in the CURAPROX headquarters in Kriens to skilfully tailor the content. The forthcoming edition of the magazine will include an article about oral health. The storyline is how oral hygiene is developing in China, and there's no question - it's skyrocketing! Because here too, people are aging more, suffering from stress and eating a more western diet. I do my best to ensure that the article goes into depth about the Curaden philosophy and our CURAPROX products.

> **6:00 p.m.:**

Phew, finally time for a brief pause to read through my 156 emails. Tenor, the other distribution partner in Asia, also has requirements that have to be met. On top of this, the headquarters in Kriens are likewise already actively gathering the first reports back from partners in order to maintain the tempo in the implementation of the numerous projects. Asia is calling from all sides!

> **7:30 p.m.:**

Shower, put together an outfit, get teeth gleaming again with a yellow CS 5460 and Black Is White toothpaste, and a quick breather in the hotel. For once no tea. And then it's straight to dinner with professors from the local university, who train soon-to-be dentists. The five women and men all studied in Europe and are clear on how very far behind China is in relation to oral care. This is something we now want to change step by step in order to improve the standard considerably. Once again, the iTOP training modules and the Prevention One approach are warmly received.

Around 10:00 p.m., we celebrate with final tea and exchange pleasantries. I use this opportunity to give out thank-you gifts from Switzerland. It comes as no surprise that the Black Is White set with toothbrush and toothpaste goes down extremely well. After all, it's healthy and sexy!

During the journey to the hotel around 11:00 p.m. I think back over the day and pinpoint the tasks that have emerged from it. All the contacts I made today are quite aware that CURAPROX offers a professional product portfolio that will set new benchmarks in China. The dental professionals I contacted know that there is a huge amount of catching up to do in terms of prevention. I was able to explain to them that our overall approach makes sense - a healthy mouth, meaning healthy teeth and healthy gums, is key to overall health. Goal achieved.

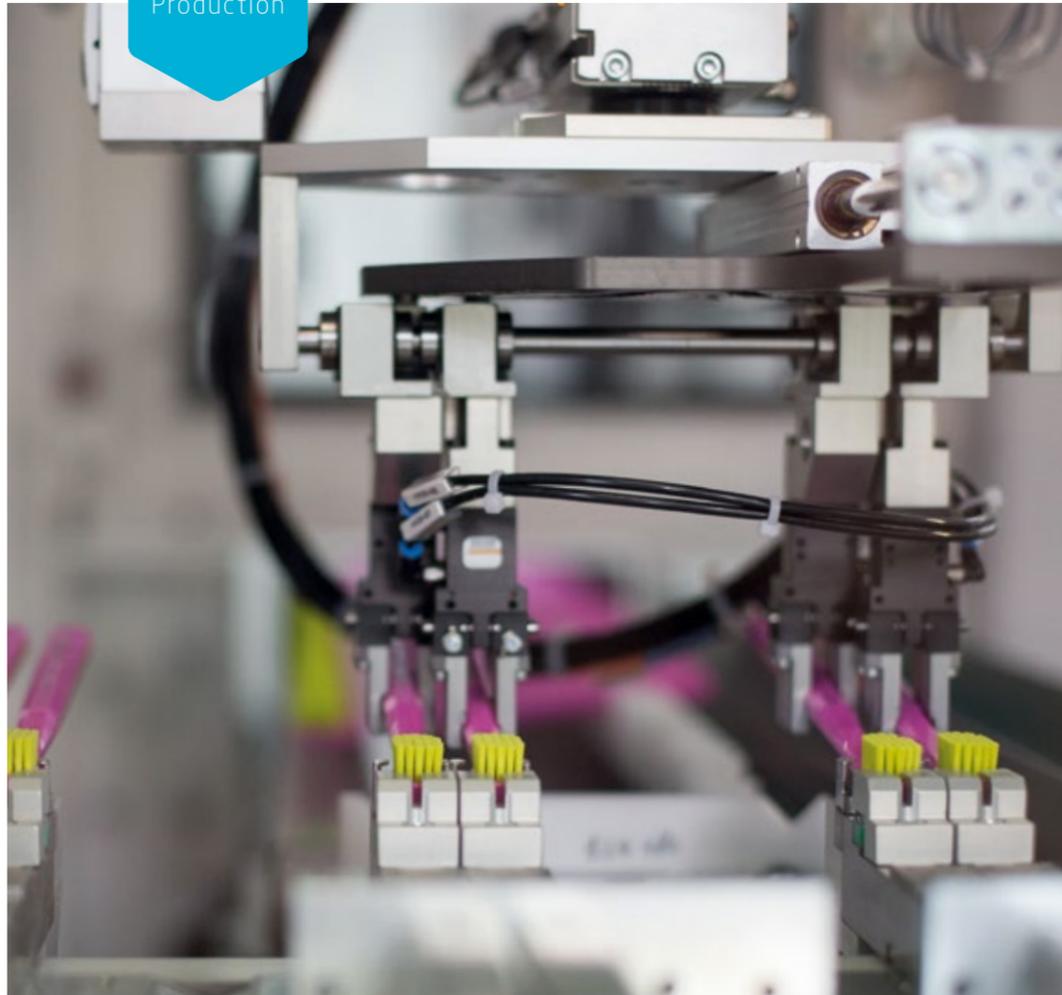
> **12:07 a.m.:**

I fall into bed exhausted, dreaming of the next tea ceremony. There's a lot to do, and a lot more tea to drink.»

MH



Production



# Lights, camera, action

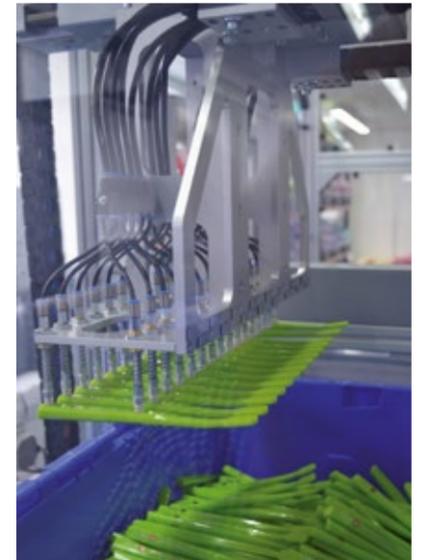
**Curaplast AG's** in-house factory in Degersheim (SG) had barely opened in August 2015 when a TV team arrived to shoot a 12-minute reportage. «Swiss made» makes a big impression in these times of production shifts to cheaper locations abroad. Spirit watched the TV professionals at work.



Suddenly Lukas Schnyder goes dead quiet. The TV man is focused, shifting his camera into position on its stand time and again, capturing every detail of the toothbrush production meticulously. He doesn't say a word, spending several minutes filming the process of colourful granulate and different-coloured bristles, print templates and packaging developing into entire pallet-loads of toothbrushes with the label CURAPROX CS 5460. «I am impressed by the team under production manager Ezio Gabriele», says the TV journalist. And he continues to film studiously.

Toothbrushes have been produced here since August 2015. «Here» is Degersheim, postcode 9113, Canton St. Gallen, a town of almost 4000 inhabitants nestling snugly in a hilly part of eastern Switzerland. High-tech production in the middle of the countryside. Capturing all this for a documentary is a delight for the team of television professionals: as the spinning robot plucks the finished toothbrushes faster than once a second, as the brush heads are fitted with bristles barely distinguishable to the eye, or as the diamond-fitted grinding heads round off these acutely fine filaments. Or as Curaplast employee Veljko Vidic replaces the blunted knife - this moment represents a sole manual procedure in an almost entirely automated toothpaste factory. Marco Zavalloni, COO of Curaden AG and initiator of the company's own production site, says proudly: «We stand by Switzerland as a factory location, and we now know that it is possible to manufacture at competitive prices here.»

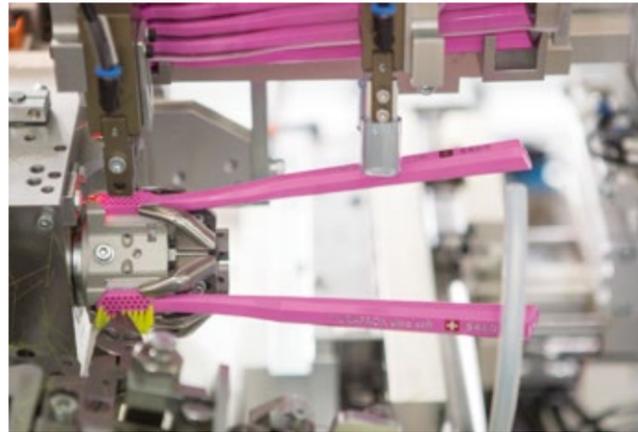
«We stand by Switzerland  
as a factory location.»



#### Committed workforce

TV executive Lukas Schnyder is similarly enthusiastic: «I could have kept filming for hours.» Normally, the film editor, a native of Nidwalden, returns home to his Lucerne TV studio with barely fifteen minutes of footage from the central-Swiss companies portrayed - but in Degersheim he is evidently enjoying filming voluntarily for several extra hours. And it's not only because the machines are so new, the premises so clean and the seven employees so committed and motivated. On top of all this: «It is fascinating to see how smoothly this modern production runs.» And it's no wonder: 8 million francs were invested in the conversion of a one-time family firm - money well spent for Curaden's independence, which is generated by its annual production of around 25 million CURAPROX toothbrushes. Marco Zavalloni laughs happily: «So far we have been able to convert half of the 5000-square-metre site into production lines, so there's further potential for an increase.»

Cut to the Curaden headquarters in Kriens (LU): someone else who is impressed is Adriano Gerussi. He is the Editor-in-Chief, who is also the presenter in charge of the longest-running broadcast in the programming of Lucerne broadcaster Tele 1: «Perspektiven» (or «Perspectives»), a 12-minute format in which an important central Swiss company is presented once a month. Gerussi proudly shows off his teeth, which he admits he has cleaned with CURAPROX products since holding preliminary discussions: «I am a fan - my dentist had already raved to me about the effective toothbrushes once!» After working with cameraman Alberto Morand, a well-travelled ex-sports reporter, to install lights, camera and microphones, Curaden owner Ueli Breitschmid was asked for an in-depth interview, which supplied the background to the production images. →



### Dental tsar Breitschmid

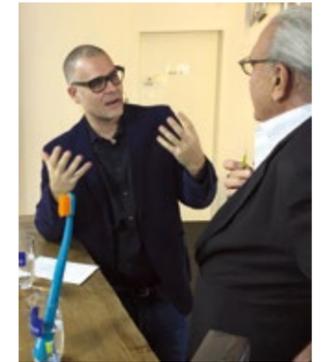
As the Curaden boss walks down the stairs he cheekily asks: «So where are the fanfares? I feel like Vladimir Putin with my entourage.» The dental tsar with the ponytail has the laughter of the TV crew on his side. The atmosphere is immediately relaxed and the chatter begins before the more serious interview. Visions, company goals and the great products – Breitschmid neatly pinpoints the essential information, which ultimately has Morand enthralled: «We love interview partners like this: competent, focused – and full of passion. This man has a real energy about him; exemplary!»

«Exemplary» also applies to the show, which was broadcast around ten times on the central Swiss TV channel at the beginning of the year and was a great success. After a substantial presence on national television in formats like «DOK» or «Eco», born-and-bred entrepreneur Ueli Breitschmid is an old hand when it comes to TV appearances. He also enjoys providing information about his profession. So what is it that drives him, Gerussi wants to know. «We have set ourselves the task of improving oral hygiene all over the world.» A noble aim, not to mention an ambitious one. It pays to aim high when competitors are popping up all over the place.

MH

## «Very communicative»

The Editor-in-Chief of Tele 1 is full of praise for Curaden AG and its boss. **Adriano Gerussi** explains why the Kriens-based SME stands out among the 350 firms he has visited. A view from outside.



### > Adriano Gerussi, what did you find most striking during the filming at Curaden AG?

The very pleasant and colourful atmosphere in which so many employees are able to work. We sensed a passionate spirit! I have already been to around 350 SMEs, and each one was unique and outstanding in its industry, but at the Curaden headquarters in Kriens I felt particularly at ease.

### > What did you think of boss Ueli Breitschmid?

He is a very open and communicative person who really has something to say, and shows a great deal of humour in doing so!

### > What did you learn to add to your own knowledge of dental care whilst dealing with the topic?

Ueli Breitschmid's vision and words impressed me. Cleaning your teeth should be fun. And if the teeth and the gums remain healthy, then the person feels good too – both physically and mentally.

### > So will you be cleaning your teeth differently in future?

After shooting the show I still clean my teeth as I did before, but now I do it more and more frequently with a CURAPROX toothbrush.

### > What are your experiences of the top product, the CURAPROX CS 5460 toothbrush?

Now not only is cleaning my teeth more fun, because the soft caress of the colourful bristles on my teeth gives me a nice feeling, but what's more, the lifestyle products help you to look better. It's a win-win.

### > Will you recommend them to others?

My editorial team loved the black toothpaste. It's a real winner with us. We have already had photo sessions, presenters and directors with black gnashers that get whiter – a classic.

# Applause!



One design prize, numerous new products and a merger – the **company is growing** and developing further. High time therefore to pick out some positive bits of news.



## Support

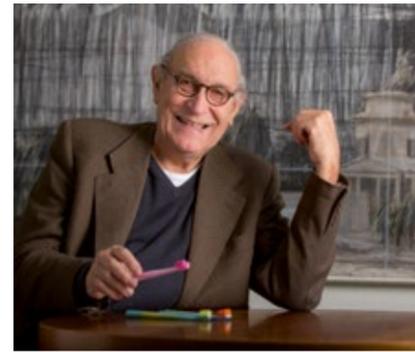
Every year Curaden AG supports organisations and volunteers working to improve oral health. The Swiss foundation «Zuversicht für Kinder» (Confidence for Children) is building a children's clinic in Kyrgyzstan. There children with a cleft palette, colloquially known as a «hared lip», are given treatment. The children's toothbrushes donated are a small contribution to improving the children's dental hygiene. The ambassador for the project is top model and Uri native Sarina Arnold.



## Black

March 2015

Since the launch of the CURAPROX toothpaste «Black Is White», interest in the product has been ongoing. There are now also manual toothbrushes and an electric toothbrush in the popular black and white design. These have been reported on by titles such as Annabelle, Blick, Freundin, Gala, Glamour, Joiz, NZZ, Schweizer Illustrierte and Tele Züri.



## Strategy

July 2015

As of 1 July, three companies merged within the Breitschmid Group: Curaden International AG, Curaden IT Solutions AG and Curaden AG. «The merger is part of our one-company strategy and is an important step towards the future», says Ueli Breitschmid, owner and CEO of the new Curaden AG.



## Social

February 2016

Like, share and comment – swiss-smile fans can now do just that on social media. Alongside CURAPROX and Curaden, the swiss smile brand is now also represented on Instagram and Facebook.

[www.facebook.com/SwissSmileBeauty](http://www.facebook.com/SwissSmileBeauty)

[www.instagram.com/swiss\\_smile\\_beauty](http://www.instagram.com/swiss_smile_beauty)

[#SwissSmileBeauty](https://www.instagram.com/hashtag/SwissSmileBeauty)



## Colourful

February 2016

White is the colour of purity, dental professionals and indeed the predominant colour at dental trade shows. Thanks to bright colours and bold designs, the CURAPROX exhibition stand really caught the eye at the International Dental Show (IDS) in Cologne. It was well worth it: the exhibition stand has been commended in the manual «Grand Stand 5: Design for Trade Fair Stands». The English-language book is published every two years and presents the latest trends in exhibition design.



## Design

March 2016

The CURAPROX Baby products have been given an entirely new design. Even before they are available on the market, they have already won their first accolade: the dummy, dummy clip and box were all presented with the Red Dot Award, one of the most important European design prizes. The «high level of design competence» was praised and the product manufacturer officially adopted into the circle of industry greats. LP



# «The second-best soother»

The curtain rises on the latest new arrivals at CURAPROX: the Baby line. Medical, therapeutic, bio-functional and innovative. The soother's inventor **Herbert Pick** discusses the sense and purpose of the product.



### Orthodontics

Herbert Pick was born in 1949 and studied human medicine as well as dental medicine. He was an assistant at the Uniklinik Innsbruck for orthodontics and jaw surgery. Since 1978 he has provided orthodontic treatment to almost 10,000 patients in his own practice. In his free time, he likes to do sports like skiing, cycling and hill-walking. He makes up for the calories he burns with fine food and good wine.

A child's sucking habits at pre-school age not only dictate whether or not a child might need a brace one day, they also influence breathing – and this can lead to a series of side-effects: from susceptibility to infection, to difficulty concentrating and even hyperactivity.

#### > Dr Herbert Pick, you developed the CURAPROX Baby soother. Why?

Orthodontics fascinates me, and I have worked on nothing else for almost 40 years. Something that particularly bothered me was the fact that back then, I was not able to prevent my son from sucking on his soother for a long time and thus developing a crossbite. I felt challenged, not only as a father but also as an orthodontist, and I wanted to know exactly why and how this crossbite could be prevented.

#### > What exactly does this soother prevent?

The CURAPROX Baby soother prevents the development of a narrow palate. The narrow palate, also known as the gothic palate, is generally associated with crossbite. If you thus prevent the formation of a narrow palate then you also automatically prevent crossbite in almost all cases. What's more, this soother can prevent the development of an open bite because the connection between the nozzle and the shield is as narrow as possible. That is the connection on which the upper and lower front teeth bite down, so it should therefore be virtually non-existent. This way, the front teeth can develop normally.

#### > One could also be pretty lax – like many parents – and think: OK, so my child has a crossbite or an open bite. So what? It can be corrected with a brace!

I don't think this sort of attitude is very responsible, for at least two reasons. Firstly, a crossbite is generally associated with a forced bite. That leads to asymmetrical growth – the face is crooked. And that also generally causes changes to the jaw joint, which cannot be reversed. The crossbite appears as early as twelve months, but the child cannot be treated until several years afterwards. And secondly we also still have the open bite, which can very often lead to speech disorders.

#### > Don't cross- and open bites correct themselves when the soother is removed?

Rarely. The crossbite is fixed through the primary canines; spontaneous correction is the exception. The crossbite can be corrected relatively easily, but the asymmetrical growth and the changes in the jaw joint cannot be reversed. The open bite may improve by itself once the soother is abandoned, but it is generally linked to an abnormality in the tongue, which makes correction through speech therapy and orthodontics fundamentally more difficult. This all costs time and money, and the whole thing is pretty unpleasant for children and their parents. What's more, dental braces can lead to caries. And here there is another aspect that is very important.

#### > Which is?

It's about much more than just the cross- and open bite; in fact it concerns something quite different that is crucial for health and overall development, and that is breathing. Whether it's a cross- or open bite or even a combination of the two: once children are affected by jaw abnormalities like these, they show a strong tendency to breathe through the mouth. Disturbances in nasal breathing can also have many other causes, such as polyps, injuries, genetics or congenital abnormalities like Down's syndrome, for example.

#### > What's wrong with breathing through the mouth?

It leads to an insufficient supply of oxygen to the brain, which may lead to developmental disorders. Indications are often an increased susceptibility to infections, most commonly inflammation of the middle ear. I mean, how many children have middle ear inflammation? If you look at the jaw and tooth formation of these children and the way they breathe, then the correlations are alarming. And how many children snore? Snoring is also triggered by mouth breathing and it can lead to sleep disturbances. If a child's sleep is disturbed then he or she will be tired, fidgety and lacking in concentration, with poor grades as a result. The literature also cites behavioural disorders as a consequence, as well as cardiac diseases, speech disorders, concentration disorders and even hyperactivity. So you can see how crucial it all is! Even speech disorders can be traced back to deformities in the teeth that developed as a result of using a soother. →

«The right soother can prevent poor grades at school.»

**> I hope your son didn't have any of the problems linked to mouth breathing?**

My son actually had problems with concentration and learning in school, so it was particularly motivating and exciting for me to recognise these connections. It's quite astonishing that there is a connection between use of the soother as a baby and difficulties at school: a baby sucks on the wrong type of soother and years later he or she not only has a brace but also difficulties with concentration, speech and learning. It is all linked together.

**> So the CURAPROX Baby soother prevents this gothic palate?**

Yes. It does so because the nozzle is very flat and does not put any pressure on the roof of the palate, and also because the connection between the nozzle and the shield is as narrow as possible.

**> And that's sufficient?**

Not entirely. A narrow palate can also result from the fact that conventional soother prevent the tongue from getting to where it actually should be: It should press on the upper jaw all the way across.

**> So with your CURAPROX soother the tongue has sufficient space for this?**

Really there is only sufficient space for this when there is nothing at all in the mouth. For that, you would have to do without a soother. No soother is ideal, but the CURAPROX Baby soother is the second-best option: it has side wings and these wings draw the pressure of the tongue to the sides of the upper jaw so that it grows outwards.

**> Do babies actually like this soother though?**

If the baby gets this soother before getting to know a different one, then the level of acceptance is very high. If, however, they get a different soother first, then parents need to be very consistent with the switch. To improve acceptance further, we have developed a new zero size for which initial tests have shown an almost 100-percent acceptance rate.

«It's quite astonishing that there is a connection between use of the soother as a baby and difficulties at school.»



**CURAPROX Baby**

The medically therapeutic and pedagogically valuable products from the CURAPROX Baby line offer the best possible oral health for the very youngest, right from the start. More than 40 years of company experience and the know-how of dental experts guarantee prevention and an awareness of oral health. They also provide for babies' correct breathing and good development of the palate and jaw – as well as fun and enjoyment in cleaning teeth. All our health and satisfaction begins in the mouth, even as early as the cradle. CURAPROX Baby is the most innovative baby brand for trendsetters everywhere.

**> Are there any experience values or even studies relating to use of the soother?**

Of particular interest are the results with two pairs of twins and siblings in which one did not want to take the CURAPROX Baby soother. The results are what I would have expected: those with the CURAPROX Baby soother developed a normal bite with broad palate, whilst the others had deformities like crossbite and open bite. In addition, we wrote to around 600 parents three years after they purchased the soother. Around ten percent responded and sent us photos. The conclusiveness of these photos admittedly varied a great deal, but deformities were visible in just three children. These are not scientific studies, of course, but do represent certain experience values. What was interesting was the feedback that a few children only developed the cross- or open bite and/or the narrow palate after abandoning the soother.

**> How do you explain the fact that crossbite developed after abandoning your soother?**

In these cases the crossbite is hereditary. That means the mother also had a crossbite. It seems that in such cases the CURAPROX Baby soother actually delayed the onset of the crossbite until the soother was no longer used. And in fact, there are initial experiences testifying that the CURAPROX Baby soother can already heal existing open bites and nascent crossbites even after the recommended removal time of around two and a half years.

**> Does that mean that this soother - in contrast to this recommendation - should be used for as long as possible?**

The experience values are still too small to be able to recommend that unreservedly, but initial case studies do indicate that parents who give their children the CURAPROX Baby soother should worry less if they are not able to wean their child off it at the right time. That also means less stress for parents.

The development of other «habits», like thumb-sucking in particular, is certainly worse than ongoing use of the CURAPROX Baby soother. →



**> Your soother has been in use since 2008, and eight years later a new edition is to appear. To what extent do these two series differ?**

There have been some design changes as well as functional changes. We have now finished the zero size, which we didn't have in the range before. Here we have reduced the size of the side wings somewhat in order to increase acceptance on the one hand and to prepare the newborn for the wings on the other. With this zero size even very newborn babies can use the CURAPROX Baby soother and this guarantees a gentle introduction to our soothers. And that's actually working really well now.

**> What else have you changed?**

The CURAPROX Baby soother have a new degree of flexibility. They are no longer rigid at the shield, but flexibly applied to a membrane that has some gentle give both forwards and backwards. Thus when it comes to sucking there is a gentle movement forwards and back, just like on the mother's breast.

**> What's the advantage there?**

This similarity to the mother's breast should prevent any nipple confusion. Where a baby is breastfed, a soother can sometimes lead to disturbance in the breastfeeding relationship between mother and child. Midwives therefore recommend only giving a child the soother once the breastfeeding is successfully underway. The CURAPROX soother should also prevent this problem by resembling the mother's breast as closely as possible.

MH/MR

# Products

**The soother - Hang Loose:**

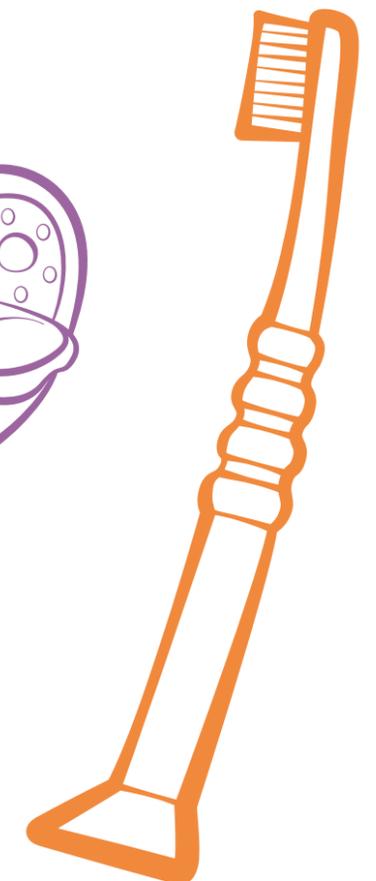
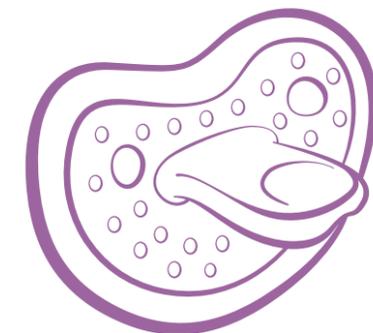
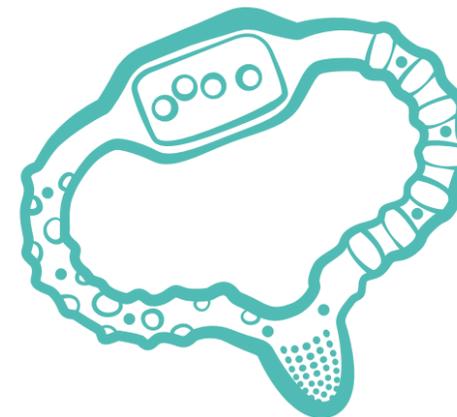
Calms your baby. Fosters correct development of palate and jaw. Ensures optimum respiration.

**The teething ring - Piece of Cake:**

Helps with teething. Stimulates curiosity. Guarantees a positive anticipation of teeth-cleaning.

**The toothbrush - Easy Baby:**

With extra-fine bristles and a small brush head for gentle strokes on the teeth. Helps foster an enjoyment of teeth-cleaning. And it's fun too.



# Together online

The internet is the future: With its global **internet strategy**, Curaden AG wants to bundle the activities of the online shop and the network. And create emotions.



Internet users are a rapidly growing community and these users need to be addressed «face to face» - in the virtual sense - via social media. They may be customers, dental professionals, media creators, multipliers and organisations who want to be kept informed and entertained in relation to Curaden activities and CURAPROX products. They want to know about quality, activities, campaigns, services and other content that the members of the network community like, comment on and even share.

Hence, the continually growing communication department of Curaden and CURAPROX is aiming at increased presence and transparency on the internet, and it wants to guarantee its clientele rapid and straightforward access to high-quality products via links to the online shop.

## Emotions

More and more brands present themselves with emotional images on Instagram, creating a desirable image for themselves and increasingly using this as a sales channel. «Shop now» buttons on Instagram, a subsidiary of Facebook, are already creating competition among online retailers, whilst «buyable pins» arouse interest on Pinterest. The astonishing thing is that 26% of all sales are triggered through social media.

For a globally active company to develop fully, it needs to forge ahead with two fundamental developments: globalisation and digitalisation. Curaden AG is now on the path that global giants like Amazon have laid before it, freely according to their motto: «one-click buy, same day delivery».

The foundation stone for this is «together online». And that'll soon be the case in more than 60 countries. MH

## The addresses

The following channels are maintained by the Curaden headquarters in English. The individual countries make use of the content and adapt it to their requirements by primarily thinking globally and then acting locally.

### CURAPROX:

[www.facebook.com/CURAPROXinternational](http://www.facebook.com/CURAPROXinternational)  
[www.instagram.com/CURAPROX](http://www.instagram.com/CURAPROX)

### CURAPROX Student Camps:

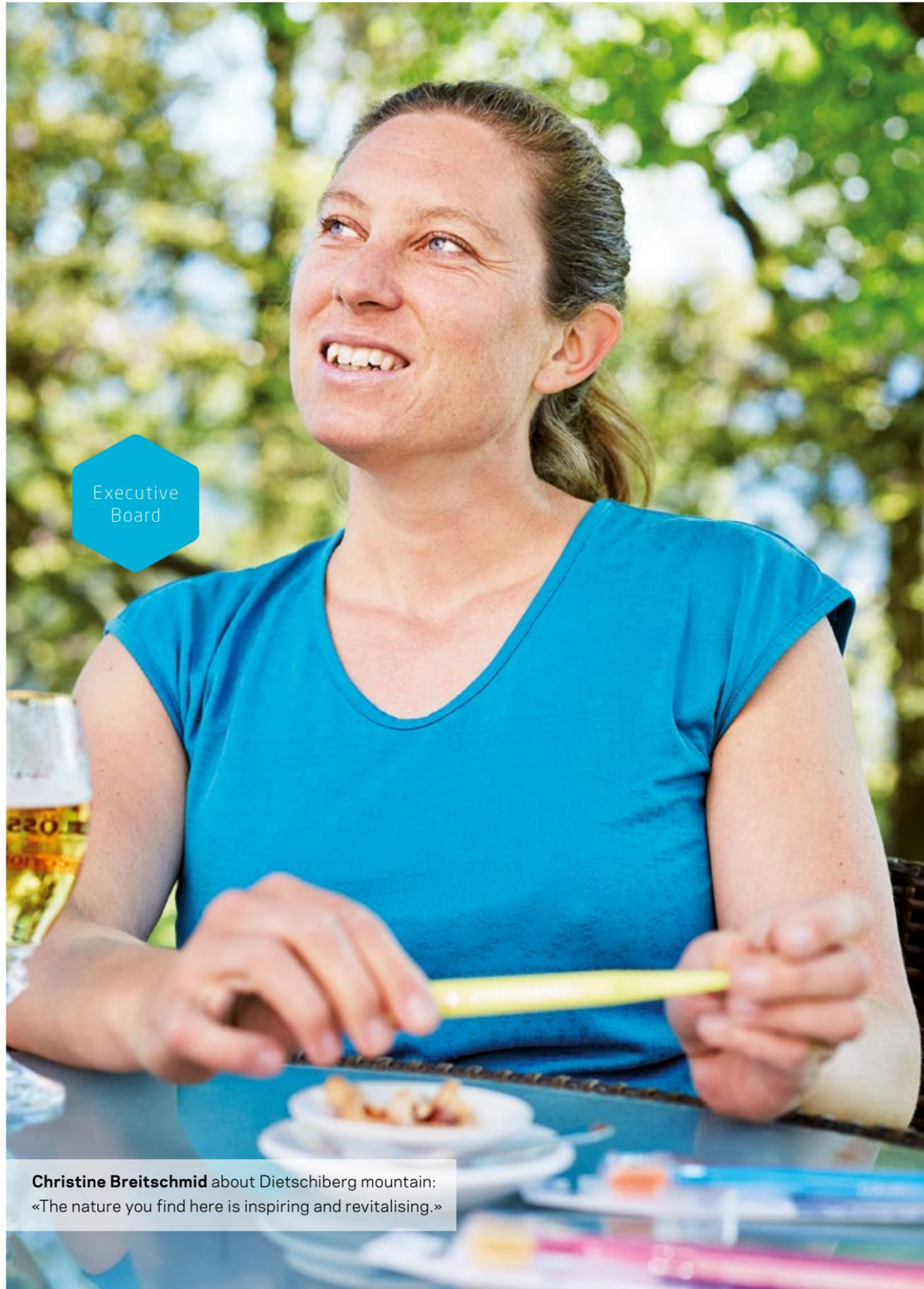
[www.facebook.com/CURAPROXStudentCamps](http://www.facebook.com/CURAPROXStudentCamps)

### iTOP:

[www.facebook.com/iTOPofficial](http://www.facebook.com/iTOPofficial)  
[www.facebook.com/iTOPforStudents](http://www.facebook.com/iTOPforStudents)

### Swiss Smile:

[www.facebook.com/SwissSmileBeauty](http://www.facebook.com/SwissSmileBeauty)  
[www.instagram.com/Swiss\\_Smile\\_Beauty](http://www.instagram.com/Swiss_Smile_Beauty)



Executive Board

**Christine Breitschmid** about Dietschiberg mountain:  
«The nature you find here is inspiring and revitalising.»

# «Less is often more»

**Christine Breitschmid** is Area Sales Manager and the only woman on the Executive Board of Curaden AG. She gave us her thoughts on women's quotas and her grandmother, collective intelligence and girl guides.

> **Christine Breitschmid, did you have a dream job as a child?**

Not really, unfortunately. Apart from wanting to be a florist for a while, but that wouldn't have been much good because I'm certainly not green-fingered.

> **What would you do differently if you could start from the beginning again?**

Not a lot. I didn't really have time to make many wrong turns.

> **What did your teachers think of you?**

They probably thought I was quite intelligent, with a broad vocabulary, but with not much dedication to homework ...

> **That sounds nicely self-aware. Which extracurricular achievements in your youth still make you proud?**

I'm proud of my dedication to the girl guides, which has continued right up to today. It has brought me a lot of fun as well as a number of very good friends for life.

> **Has management training kept pace with the times?**

I can imagine that there are many good training courses, but there are also a lot that are based on short-term hypes. When I think about all the management degrees in which everyone learns the same way of thinking, then I'm not so sure just how enduring such training is.

> **Where would you place emphasis differently in management training?**

Personally I would be interested in how cooperative management can be applied efficiently. Collective intelligence interests me, but on top of this the responsibility of the individual must not be neglected here. It would therefore be interesting to see a training course in which these two approaches could be combined to form a successful concept.

> **Who encouraged you most?**

I would now say that my grandmother was my most valued source of encouragement. With her clear approach and her specific feedback, what she said was always right. I learnt that often less is ultimately more. And she put sustainability into practice before the word even existed as far as I could see.

> **Who is your professional role-model?**

Anyone who works with conviction to achieve something good.

> **What do you believe are the most important qualities in a supervisor?**

Being able to look ahead, being persistent, a 100-percent passionate commitment, plus credibility and a relaxed approach.

«I get annoyed by idleness and negative attitudes.  
I believe the way to get ahead is with enthusiasm  
and critical questioning.»

> **What properties do you believe are particularly valuable in your employees?**

Enthusiasm, transparency, commitment and critical questioning.

> **What do women's quotas bring?**

That's a tricky topic! I can certainly imagine that they bring something of value. It's tragic though that we as a society need a system of quotas to recognise that women are as valuable employees as men. I am actually against quotas, but it seems that our society sometimes needs an element of force for its own good.

> **Some claim the working world has become more hectic, more stressful. What's your evaluation?**

Here too I am unable to draw on experience of the past, but the impression I get is that today there is a lot more simultaneity and choice, and this applies in the job world too. There is a lot that is no longer clearly right or wrong; there are many more ways to address a problem. At the same time it is hard to decide what is right and appropriate. I doubt very much that our permanent availability makes our work more efficient. The fact that you can be kept informed 24 hours a day, seven days a week does not mean that you therefore make better decisions.

> **What is your impression of the current state of the economy?**

I am optimistic, particularly for Curaden AG. Health is a subject that is becoming ever more important, as is taking care of oneself. Brand awareness among customers is growing. Good, beautifully made products that bring fun and pleasure will always find a market. Our perfect playing field!

> **What does money mean to you?**

Not a lot really. As long as I have enough of it to live and eat, for beers and → concerts, for holidays and days spent snowboarding.



#### European studies

Christine Breitschmid was born in Meggen (LU) in 1985. She studied international relations, first in Geneva and Paris, then European studies in Basel. She then spent half a year working as an intern for the Swiss embassy in Rome. Since September 2012 she has worked at Curaden AG where, in the role of Area Sales Manager, she is in charge of French-speaking countries and the subsidiaries. She has been a member of the Executive Board since 2013. She travels a lot and likes to be in the great outdoors.

#### > What do you believe is the value of social networks for you, both privately and professionally?

As far as social media is concerned, I use it to get information, for amusement, and a little bit for stalking too (chuckles).

#### > Do you listen to advice from those in your personal life?

I always like to debate things and I like to listen to advice from good friends whom – and whose opinions – I have great faith in.

#### > Do you trust your gut instinct?

Actually yes, but it can also confuse you quite a bit, as we know.

#### > Where was the last place you went on holiday?

The mountains. Before that I went to Sicily – both are favourites of mine.

#### > How well do you cook?

I would say averagely well at best. And it's not something I love doing. Although once I get started, albeit rarely, then I notice that I actually quite like doing it, but really at a low level.

#### > Olympic Games, big football tournaments – are these special days for you?

At most, the special thing about them is that they are generally during the summer, when there are warm evenings, friends and beer. That's what I enjoy the most.

#### > What really helps you relax?

Simply doing what I want without a predefined schedule, without having things planned or having to do anything in particular. That's inspiring and relaxing. After a day like that I am generally full of energy and drive.

#### > What can make you angry?

I get annoyed by injustice, idleness and negative attitudes.

#### > How many hours a day do you work?

As many as necessary.

#### > What episode of failure has taught you the most?

I get the feeling that I learn something every day, and often through human relationships. A lot of small failures can occur there that can be traced back to a shortcoming or unclear communication with the result being misunderstandings. The good thing is that with each new attempt you can do things better. Every day offers a new opportunity!

#### > In which area have you recently undergone training?

In the field of event organisation, a purely practical training course.

#### > What phrases are you most suspicious of?

I can't cope with it any more (J'en peux plus),  
The problem is that... (Le problème est, que ...)

#### > What do you as a citizen of this country most dislike about it?

The ostracizing ideas and tendencies. Us against the rest. Not only do I dislike that attitude, but I also see it as a potential risk to the future cohesion of our society.

#### > Are you confident about the future of Switzerland?

Yes, when I look around at my environment I am. Sometimes a little less when I see the people currently dictating the direction we are going in. They seem to me to be uninspired and without clear visions, which is a shame. And it's not very encouraging for the next generations.

#### > A lack of vision: so would you like to go into politics?

No, that would mean that I have a clear vision, but I would never claim that is the case. My standing as an SP candidate was on a local level because I am interested in how politics functions. And I like the people who get involved with it.

#### > What would you like to achieve within Curaden AG?

Where possible, I would like to see CURAPROX become the most popular brand of toothbrushes. Interdental brushes should become an indispensable gadget alongside the iPhone. And most importantly, the path to get there should be damn good fun!



Matrix  
concept

# Working with nature

As a doctor and dental specialist, **Ulrich Randoll** swears by a holistic examination of things: the world, the body and the masticatory organ. Together with the professionals from Curaden, he wants to expand and improve dental medicine. And to do so in a very natural way.

«We need to reflect more again on our original interaction with nature.»



In the past, man did plenty of exercise: when he was hungry he went hunting. He needed plenty of energy for this, because he had to run several kilometres. These days, he often eats just as much, but barely exercises at all. So he goes into a restaurant and studies the menu, already thinking about all the things he shouldn't eat. The cellular processes in the modern human being are derailed as a result of civilisation. He finds himself blocked and often stands in his own way.

«We need to reflect more again on our original interaction with nature», says Ulrich Randall. The doctor, researcher and author recommends starting with the essentials: regular exercise in the great outdoors with deliberate breathing, inner reflection and healthy, moderate and fresh food. Chewing food thoroughly is an obligatory part of this, because in their function the teeth form a unit with the jaw bones and joints, with the psyche and the muscles, as well as with blood circulation and the rhythm of the heart.

### Life balance

The harmonious interplay of exertion and relaxation leads to flexibility, to an ideal life-balance. This way the person enjoys some calm, some time for him or herself. However, this is only something he can do when the life-rhythm and body tension are in harmony. If excessive demands disrupt these cellular micro-processes, then the muscles stiffen in the area and even through the entire body. This can also be felt in the masticatory organ: anyone who is under stress may find they scrunch or tense up the jaw muscles during the night. This can be harmful: the person wakes up exhausted, has headaches and suffers from a lack of rest.

Randoll: «When our hectic society has so much of the fight, flight and fright response during the day, then at least during the night the person should be able to rest and digest and thus be calmed.» The excess of stimuli and the environmental complexity increase a person's level of tension permanently, which can cause blockages in the body. «Each individual body can ultimately only regenerate through self-healing forces - and these need to be activated.» The best way to do this is through Randall's matrix concept. →



### A man on the move

Dr Ulrich G. Randall (born 1956) is a doctor working in research and in his own practice, the Matrix Center in Munich, and is also an auditor at the University of Erlangen. He has specialised in research into correlations between biological time patterns and cell processes in various hierarchical scales using the video microscope, and ultimately developed Matrix Rhythm Therapy (MaRhyThe®). Ulrich Randall is married with one daughter and is constantly on the move: sailing, skiing and walking are what help him relax.



«Each individual body can ultimately only regenerate through self-healing forces – and these need to be activated.»

#### **Matrix concept**

How does this therapy work? - The Matrix Rhythm Therapy is based on the oscillation behaviour of the skeletal muscles and their characteristic frequency and amplitude spectrum. It impacts the cells of the body and their metabolism from the outside. Therapists need, most importantly, to have anatomical specialist knowledge as well as therapeutic creativity and feeling.

The therapeutic device, known as the Matrixmobil, with its specially shaped resonator creates mechanomagnetic oscillations – just like those of the body. This way, the body's own oscillation and that of its cells are stimulated. This improves microcirculation, oxygen saturation and the elasticity of muscles. At the same time, the patients find the treatment to be extremely deep-acting and pleasant.

The managers of Curaden like the sound of this too. They now want to join forces with Ulrich Randoll and take advantage of his many years of experience in this area, the interaction of the systematic correlations between the masticatory organ and overall health. The two visionaries, Curaden CEO Ueli Breitschmid and Ulrich Randoll agree on one thing above all: this should ideally occur in harmony with, and not against, nature.

#### **Insider's tip**

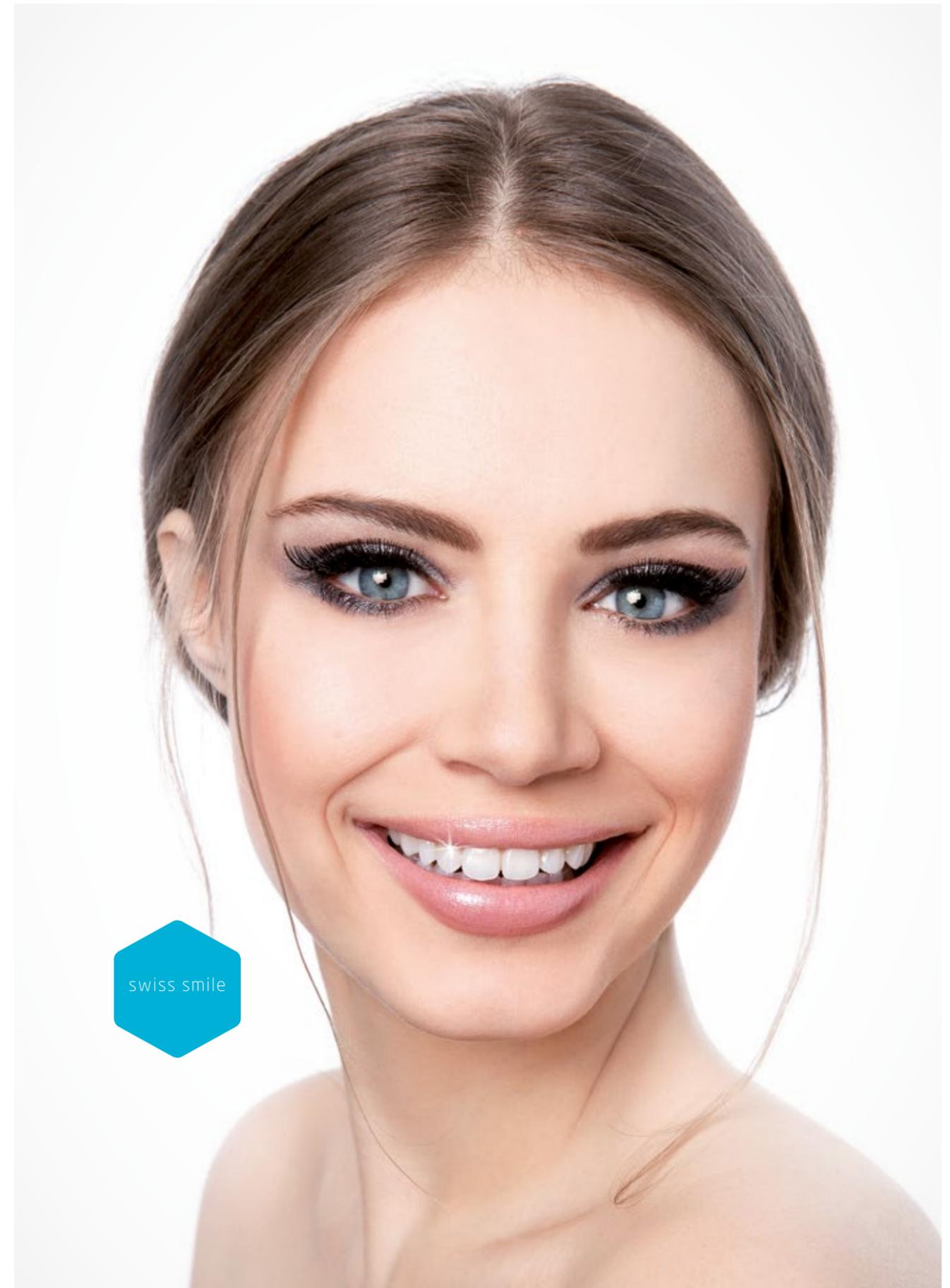
Breitschmid says: prevention instead of rectification. Randoll adds: matrix massage instead of surgery. Hence Randoll uses his Matrixmobil on the muscles around the jaw and the teeth: over the last few years he has introduced his concept to some 5,000 dentists and dental professionals and trained them in the use of the soothing acoustic apparatus. In top-level sport, the Matrixmobil is the insider's tip for injury prevention and performance enhancement.

Thus far Ulrich Randoll has seen success primarily in Germany. But Breitschmid believes that Switzerland, with its diverse natural resources, is predestined to take modern dental medicine based on prevention and regeneration out into the world as systematic dental medicine. A good starting point for better overall health.

MH

# What a diamond smile

The beauty products from swiss smile combine dental duty with luxurious pampering - helping the clientele to **feel great**. The whitening and gold toothpastes are now being followed by the next step up: diamond glow.



«Diamonds are a girl's best friend», purrs singer Sabrina Sauder dressed in a glamorous evening dress, whilst the 50 most important lifestyle journalists and bloggers in Switzerland feast on sparkling wine and canapes. On an enormous screen in the chic private members' room of the Zurich Casino, Xenia Tschoumi purses her full lips, showing beautiful teeth. With an incorruptible smile, in the latest marketing video she praises the revolutionary accomplishment of swiss smile: diamond glow.



#### Luxurious dental care

It is the brightest pearl in the range from the internationally successful Swiss beauty line – a brightening diamond toothpaste. The diamond glow cream with diamond particles in the finest powder form fulfils the highest demands in dental cleaning. Ideal for conscientious customers who want to give themselves the best and want something truly unique: the non plus ultra of luxurious dental care.

Few words are needed here, as the glitter and shine in the video say it all. The model's perfect teeth are proof enough. «Glow bright – like a diamond»: the slogan leaves no desires unfulfilled, and at the launch in April 2016 the brand manager Lucca Gaffuri left no question unanswered. He explains: «This toothpaste contains one-carat diamond particles in the finest powder form. The hardest material in the world develops its softer side in diamond glow: the teeth are polished evenly and demonstrably gently, and at the same time the substance of the tooth is barely touched. The extremely low abrasion value (RDA 20) means that the surfaces of the teeth are visibly brightened and noticeably smoothed in a gentle way.»

#### From gold to diamonds

No question: after the launch of the whitening toothpaste came the gold toothpaste, and now comes the pinnacle of swiss smile's entire toothpaste range – a diamond toothpaste. This amazes not only lifestyle experts examining the latest trends, but the somewhat more mature head buyers of large stores like Globus and Jelmoli also nod appreciatively: «We would really like to try it out – and to convince our customers of it.»

Lucca Gaffuri, a cunning salesman who cut his teeth at luxury shoe manufacturer Bally and brought the shoes once worn by desert dwellers in the Middle East and by bear- and wolf-hunters in the Caucasus to western feet, can now count malls in Dubai and Moscow among the outlets for his glamorous swiss smile products. He knows that lifestyle aficionados are waiting for luxury items like diamond glow all over the world.



#### Careses for the teeth

It's not only women that go weak for the dreamy luxury products from swiss smile when it comes to treating themselves to the finest things. Men too rave about the «amazing effect after brushing your teeth with diamond glow, like the feeling of cleanliness you get after a good session with the dental hygienist», as Gaffuri paraphrases it neatly.

So where does it go from here? Trendsetter Lucca Gaffuri displays his best manager smile: «Let us surprise you again next season! We'll continue to be on everyone's lips.» He looks up at the model and, not unlike Xenia, smiles with diamond-bright teeth. Diamonds are not only a girl's best friend.

MH

#### Chanel for the teeth

swiss smile specialises in the development, production and marketing of high-quality cosmetic dental and oral care products – and is therefore something of a Chanel for the teeth. The Curaden subsidiary is an internationally active, market-leading luxury brand in the area of dental aesthetics. swiss smile products are available in premium perfumeries, department stores and pharmacies, in prestigious dental practices or in exclusive luxury hotels and their spas.

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

«It's the brightest pearl  
in the range.»

# 10 Must-haves

What belongs in the modern dental practice.



1 Magnifying spectacles, adapted by Bruno Winnewisser



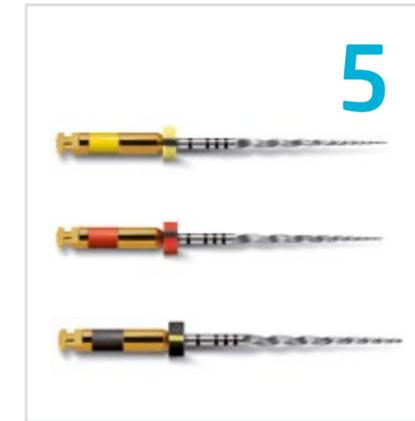
2 CURAPROX products line, with chairside boxes, for example



3 Own website, «fully responsive»



4 Digital 3D X-ray device, for example for integrated implantology



5 Mechanical root canal preparation



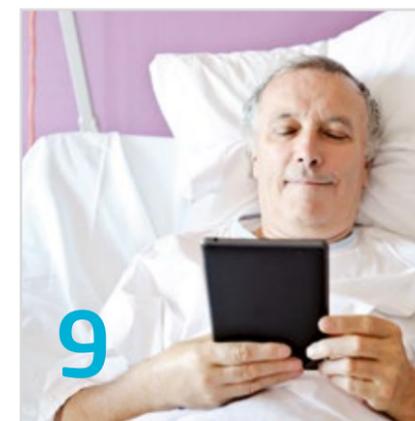
6 Staff trained in the theme of prevention



7 Intelligent and space-saving back-up system



8 Motivated, customer-oriented staff



9 Patient communication via image medium



10 Financing models for patients and professional debt management



# Quite the spectacle

Surgeons and dentists alike are queuing up to see pensioner **Bruno Winnewisser**: ExamVision magnifying spectacles, which the optometrist exclusively represents for Curaden in Switzerland, perform an important service, relieving the strain on the eyes of the experts.

**> Bruno Winnewisser, you are a pensioner - what motivates you to keep working?**

Actually at 68 years old I shouldn't really be working anymore, you're right. I am already a pensioner. But two years ago I received a call from Ueli Breitschmid asking whether I would take over exclusive representation in Switzerland of the magnifying glasses from ExamVision on behalf of his company Curaden.

**> And so you jumped at the chance?**

Yes, Breitschmid talked about working one day a week. It's ended up a bit more than that ...but I really like the job. For a pensioner like me, the earnings are a nice bit of pocket money. I was particularly motivated when I heard that the Danish company sells the magnifying spectacles exclusively through optometrists. I saw that as a very good, suitably serious concept. →

### Collector of 7,500 vintage spectacles

Bruno Winnewisser (born 1948) works exclusively for Curaden in Switzerland as a representative for the magnifying spectacles of Danish company Exam-Vision. The Lucerne native lives in Horw and is a spectacles fan through and through: he collects vintage pieces from the 1930s to the 1980s and has amassed over 7,500 in his private collection. With his Norwegian wife Tove, Bruno Winnewisser has three daughters; Belia, Marlyn and Camilla. He loves photography. Winnewisser generally heads north for his holidays, but plans to spend his next holiday as far south as you can go: in Antarctica. His brother Rolf Winnewisser is a well-known painter, currently on a bursary-funded trip to Venice.

#### > You have just been to see the company for yourself.

Yes, I've travelled up to Denmark twice, which has been both very informative and a lot of fun. I often travel to the north for personal reasons too, although generally a little further, for example to the Norwegian «Jostedalsglacier». My wife is from Norway. In each case I have noticed that this seriousness, this absolute professionalism in the ExamVision company is something you see not only on paper and on the website, but that penetrates the entire firm.

#### > How exactly?

The firm stems originally from two friends; one is a dentist, the other an optician. The dentist said to his friend one day: «Please make me some glasses that will allow me to work without straining my eyes!» So he did - with resounding success. And it is precisely that that distinguishes these products: they are purposefully designed so that you can work ergonomically with them: with a straight back, without hunching over. Then there are their other qualities: titanium, light as a feather, easy to care for, five-year guarantee, extremely stable. You have to sit on them to bend them. What's more, they still manage to be attractive, and there are always new models coming out. But all that's in the brochure ...

#### > So now you're back into the full swing of working life?

Well I go at my own pace, entirely without stress, and I always travel by public transport. I love travelling by train, seeing the landscape. And then sometimes I travel a bit earlier so that I can visit a museum or an exhibition. That's also why I had this suitcase made. It's probably covered more miles than any other suitcase in the world: I must have wheeled this 25-kilo case for 100 kilometres already. I've got everything in it, well protected and easy to transport: 16 models of spectacles to show, the right lighting and the measuring devices, so the focimeter and the pupillary distance measuring device.

#### > That means dentists can be measured for the magnifying spectacles directly in their own practices?

Yes, it takes around one hour.

#### > So long?

Yes, I don't just measure, I want to know precisely. That's why I watch the dentists working too. If I just asked about the distance between them and the patients then I would probably only get an estimate. Estimates are generally inaccurate by their very nature, so I look very precisely at how the dentists work and how close they actually are to the patient. I am therefore able to adapt the magnifying glasses correctly with precisely the right convergence angle, with the exact depth of field.

#### > Is it actually primarily jaw surgeons and periodontists who use these magnifying glasses?

No, I have a lot of customers who wear the magnifying glasses the whole time they are working, regardless of whether they are working on dental hygiene, checks or fillings. It's pleasant to see a tooth magnified 2, 3 or even 5 or 7 times. You could even wear the magnifying glasses to lunch if you want to see your salad or pork chop more accurately.



#### > And how is the switch from magnified vision to normal vision? From your salad to your dining partner, so to speak - does it take some getting used to?

No, not at all. Nor is it unpleasant. The work should put no strain on your eyes, that's the idea behind it. Thus you can work much more precisely. And in the evening, your eyes are fresh and your neck free of tension.

#### > And how long does it take from placing an order until the glasses arrive at the practice?

Delivery is within four to six weeks, and I bring them in person. Then I adjust the glasses and check that they really are correct. Last year we sold more than 100 pairs of glasses at an average price of around 2,500 francs. I am proud to say I have never had anyone who wasn't thoroughly satisfied. MH

«You can thus work much more precisely. And in the evening your eyes are fresh and your neck free of tension.»

# «Teeth in a glass?»

They are young, interested in prevention and know why dental professionals also suffer from caries. Three future dentists and **iTOP graduates** on smiles, responsibility and deterrence.

## «Dentist – what a great job!»

### iTOP for students

Twice a year CURAPROX and the European Dental Students Association, the EDSA, organise an iTOP work-shop in Prague. (It was here that we met the students featured.)

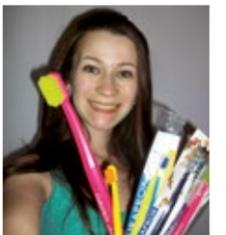
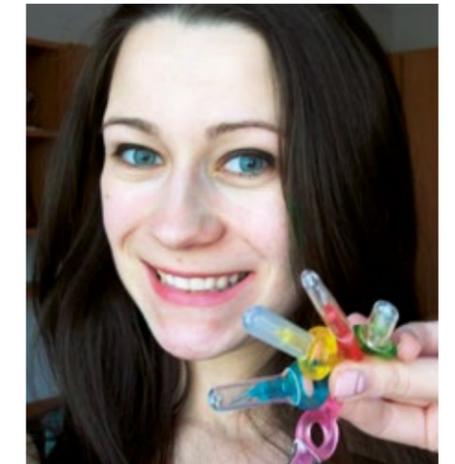
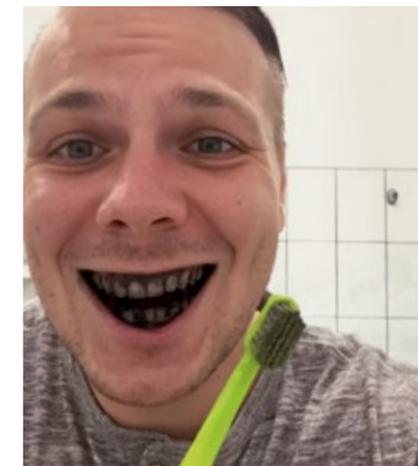
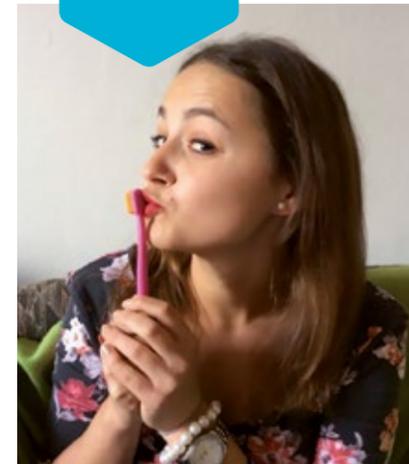
<http://www.facebook.com/iTOPforStudents>

### CURAPROX Student Camps

This summer was a great one for one group of dental students: under the Portuguese sun they learnt the basics of dental prophylaxis and even found the time to try their hands at surfing.

[www.facebook.com/curaproxstudentcamps](http://www.facebook.com/curaproxstudentcamps)

Education



**Anežka Marešová (23),  
Charles University,  
Prague, Czech Republic.**

«I'm already familiar with backache from spending long periods standing up at university. But hey, dental surgeon – what a great job! My favourite CURAPROX product is the interdental brushes. To whet my clients' appetites for these, I ask them whether they really want to see their dentures sitting in a glass on the bedside table when they go to bed. That almost always works wonders!»

**Szilárd Czika (24),  
University of Medicine and  
Pharmacy, Târgu Mureş, Romania.**

«Even if a dentist is not an actual doctor: with targeted prophylaxis he can improve his patient's wellbeing enormously. If my concerns fall on deaf ears, then I try the tactic of using deterring photographs. That helps tremendously – and the toothbrush is soon in good hands. I really like the CURAPROX CS 5460 ultra soft myself.»

**Mariana Shevchuk (23),  
Ivano-Frankivsk National Medical  
University, Stanislau, Ukraine.**

«With iTOP I am able to improve the health of numerous clients. As a dentist I want to help my clients to achieve a healthy and happy smile. I love the efficient tooth- and interdental brushes from CURAPROX. And I'm always happy to show how best to use them in my practice. It's a big responsibility, but it's one I'm happy to carry.» LP

# Healthy mouth, better health

**Ueli Breitschmid's team** wants to change the world - with colourful toothbrushes, effective interdental brushes and a carefully planned programme of education. The aim is to improve the overall health of humanity via dentists. The Curaden CEO's mission: «Better health for you!» So, mouths shut and eyes open for a view into the future. «Think further» is the new Curaden slogan, which stands for the holistic Curaden vision of a global health movement.



«What will be the situation with regard to health in 20 years' time? What will the medical world of the future be like? Allow me to risk a prophetic view: some doctors hope to slow down the process of degeneration in the human being and his or her cells. Other scientists are looking into the possibility of monitoring the human body via minute, patrolling robots. These nano-robots immediately recognise every health risk and tackle it in situ. Yet more want to cheat death with expensive high-tech science, by having human beings frozen in liquid nitrogen. So-called «cryonics» assumes that the human body can be thawed and treated as soon as treatment methods have been found for the relevant illness. In some cases, only the heads will be preserved with the brain.

Let's suppose that: Frankenstein's laboratory will become a reality! The missing body would then be created through so-called «tissue engineering». This is one method with which artificial tissue can already be put to use through human stem cells. Or a mouse can grow a human ear.

But there are even more futuristic fantasies. The cloning of human cells is outlawed the world over, but it could be used even today to produce numerous copies of a human being - in theory that could go on for eternity. A fundamentally different path is taken by the transhumanists: they want to use technology and artificial replacement parts to improve the human being, and thus to one day take him or her to the point of at least digital immortality.

But enough about the primarily technical, or even technoid fantasies of the future. Until these become a reality, we dental professionals can only do our best for oral health by natural means through prevention. In the age of dispersion, consumption and shrinking concentration spans, we are making use of the new age of attention.

#### **The mouth as the gateway to the body**

This attention is no laughing matter, as it's through our mouths that air, liquids and foods reach our inner organs. The mouth is the gateway to the body and oral health is the key to overall health. Not only because halitosis and bad teeth can often lead to social ostracism or even social exclusion, but also, most importantly, because a sick mouth and damaged teeth represent a danger to health - because they foster chronic diseases. Bacteria from pockets of inflamed gum can be transported to the entire rest of the body. So I ask: can a good dentist stand by and do nothing or look away?

No, because healthy teeth and gums are crucial for the individual's wellbeing. They are the best and the simplest way of preventing chronic illnesses of all kinds. What's more: a healthy mouth is not only in the individual's interest, but is also a good thing for the overall health of a continually aging population. After all it is the state, and thus the entire population, that funds the costs of illness.

«By thinking towards the future,  
we can make a contribution  
to global health.»



#### **Science**

Many dental publications talk about rampant, endemic periodontal diseases, primarily in the «civilised» world. These writings extol the virtues of costly treatments: starting with surgical laser washing, then moving on to ultrasound cleaning and finally antibiotic disinfection solutions, whether natural or chemical. Dozens of publications prove the causal relationship between periodontitis and strokes, arteriosclerosis, heart attacks, diabetes and premature births. However, no publication points the way towards prevention of these diseases. And this is where we come in.

The very latest investigations by Denis Bourgeois at the University of Lyon show that in healthy, young adults the right interdental brush can remove more than 14 billion bacteria from each healthy gap between teeth. This is an unbelievably encouraging figure - the number is almost twice as big as that of people today: indeed our mouths are a true paradise for germs! The same university study shows that testers who clean their teeth exclusively with a toothbrush show bleeding gums three times more often than those who clean all their interdental spaces every day.

Because humans are continually aging, new «civilisation» diseases have developed, which previously didn't pose a problem: high blood pressure, diabetes, cancer in its numerous variations, Alzheimer's, arthritis, gout and many more. Their treatment is no longer merely a cost problem; those affected are also noticing that treatments, stays in hospital or surgical interventions are not measures that help the patient to feel good, but rather often induce serious side-effects. A change of attitude among the population is taking shape and prevention is a subject of ever more attention.

This change in attitude is also being fostered by a growing physical awareness. With bodytuning, the external is visibly nurtured, shaped and beautified. But it doesn't stop at the mouth and teeth. Nutritional trends like «meat-free eating» or a «vegan diet», as well as organic and Demeter products are much in demand. Fitness is all the rage, both for the body and for the mind. →

### Awareness and financing

The preservation of the patient's health is the responsibility of doctors and dentists, and not merely because of the Hippocratic Oath. It's about time that prevention was made an absolute priority within training courses for dentists. The responsibility for changing dental training and shifting the job profile of the dentist to one of «general practitioner» lies with political committees, university vice-chancellors and the professional associations (health insurance funds, WHO, FDI, national chambers of dental surgeons, dental hygienists' associations) that define the educational objectives of doctors and dentists.

The top priority remains teeth-cleaning. Even the best tools, such as those we offer with our CURAPROX products, are useless when a person is not optimally instructed in how to use them. Teeth-cleaning is thus a true art form! And it is our task to get people to clean their teeth correctly. We call that «prevention first». The student of dental medicine must first be able to clean his or her own teeth and gums perfectly. Afterwards he/she should learn to lead others to a level of perfection, and to motivate his/her patients accordingly. Oral hygiene should be a pleasure and a joy; it can be a lifestyle experience. Only then should the dentist acquire the expertise for drilling, pulling teeth or filling them. Training the practice staff as oral hygiene coaches takes place in parallel to this.

### Coach for preventative behaviour

Health preservation means that the doctor must be a teacher, guide and coach for the best possible preventative behaviour. If prevention fails, then the only option is therapy, i.e. rectification. Jiri Sedelmayer, the inventor of our iTOP training programme, puts it this way: «Dear patient, let me be your teacher, otherwise all I can do is repair damage.»

By thinking towards the future – «think further» – we can make a contribution to global health. We know what we're doing where oral health is concerned; we have more than 40 years of expertise. It is on that basis that we are building our future successes. «Better health for you» also means that dentists and dental professionals are more than just that, they are physicians of our general health. They are the key to the health of the individual, and thus also for his or her wellbeing – and contentment. We need to convince dentists, the media and professors of this forward thinking. Then we can make the world a better place. Because oral health is the key to overall health.»

MH

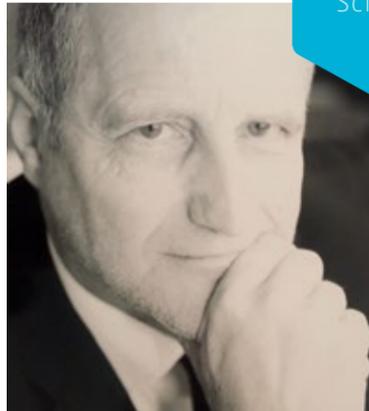
«Dentists and dental professionals are more than that,  
they are physicians of general health.»

## Big opportunities for implementation

We at Curaden are optimistic that our lessons and our **CURAPROX products** will rapidly spread around the world.

### The reasons for this are:

- 1) More and more people are expressing a desire to feel the security of fresh breath, beautiful teeth and healthy gums. They are willing to do what is necessary to maintain this result.
- 2) Today, we have the relevant oral care tools and solutions, which are simple and safe to use.
- 3) Leading periodontists have recognised that the primary cause of periodontitis can largely be prevented through use of interdental brushes.
- 4) These days, the definition and prescription of the right sizes of interdental brushes is an accurate and simple procedure thanks to iTOP training, IAP probes and the IAC charting system. This opens up access to a quality control of interdental care and makes these tools particularly interesting for health insurance companies.
- 5) With iTOP and Touch2Teach, the revolutionary teaching and motivational methods from Jiri Sedelmayer, we have certified training for instructors and practice staff.
- 6) The great thing is that more and more universities are accepting the iTOP concept and incorporating «prevention first» into their teaching plans.



Science

**Close to Hollande**

Denis Bourgeois is dean of the Faculty of Dental Medicine at the University of Lyon in France. He lives in Lyon and is part of the extended scientific entourage of President François Hollande. He works with Curaden to carry out ground-breaking studies.

# «Setting standards»

**Denis Bourgeois** is one of France's leading dental scientists. The dean and professor of public health talks about the disruption of biofilms, the decline in implant medicine and regrowing teeth.

«Implant medicine will decline.»

**> Denis Bourgeois, which of the more recent dental studies have turned your world on its head and impressed you over the long term?**

It is not so much dental studies, but new microbiology studies that surprise me. These are increasingly showing that there is correlation between the flora of the mouth and the bacterial environment in the human body. Researchers like Sigmund Socransky have become aware of how crucial the role of biofilm is for our organism: after all it's on three levels - through microorganisms, moisture and on the hard surface - that bacteria spread and indeed cause harm. It's therefore worth disrupting the biofilm at least every 24 hours.

**> Have studies already shown that dental hygiene is partly responsible for the overall health of the individual?**

Yes. This effect has not yet been scientifically proven, but you find examples of it in the literature of the Cochrane Review. Since the research work carried out by French microbiologist Louis Pasteur (1822-1895), hygiene has been at the heart of human development. And this applies to overall hygiene: water, hands, food, teeth - everything. Now is the time to set international standards, and to ask ourselves how we can transmit this knowledge about the direct impact of dental hygiene on overall health to marginalised societies.

**> What direction will future studies take?**

We want to establish a standard dictating how to achieve good oral health and how to maintain it. Cleaning your teeth twice a day is important, but in addition to this it is necessary, most importantly, to clean the gaps between teeth in order to avoid gingivitis, periodontitis and caries.

**> What is science most interested in?**

We need to make substantial political and economic investments in order to tackle the risk factors that threaten our health: environmental pollution, poor diet, often a lack of access to healthy water, inadequate education of women.

**> Are there big differences worldwide?**

Yes. Thirty industrialised countries that face the challenge of reducing healthcare costs contrast with 160 states in which it is hard even to get access to healthcare. In addition, people need to be encouraged to take responsibility for their own health and to thus prevent the big risk factors: tobacco abuse, lack of exercise, poor diet and alcohol consumption.

**> Where is the dental industry's focus?**

On models of practical health. The golden age based exclusively on weeding out disease will soon be over. Prevention and education are what's needed! Industries like implant medicine will become smaller and other markets will become more important: e-health, biotechnologies, gene therapies. Perhaps soon we will even manage to make teeth grow back?

MH

# The lab

The boss of the Curaden Dental Depot is **Clifford zur Nieden**. He has already been able to test the Prevention One philosophy in Europe's number-one metropolis: London, at the new Curaden clinic - the ideal testing laboratory.



There are a few dental clinics in the world that arouse feelings of reverence in the visitor. Berlin's «KU64» at the Kurfürstendamm for example, in which 120 dentists work a seven-day operation at 60 dentist's chairs. These are impressive figures that represent a matching level of customer service.

Anyone who then wanders through the spaceship-like rooms of the «KU64» clinic can marvel at the colourful screens on the walls, the flourishing plants or the creative art. These serve to distract patients on the high-tech chairs during interventions and operations. The visitor might check in directly for his dental journey and entrust his offspring to the specialist and child-friendly care team. To never again have to venture out into the big, bad world of the dental devil...



## Dental heaven at the finest address

Cut to London, where the feelings might be similar when you step through the doors of the new Curaden Dental Clinic. The large rooms here appear similarly holy, because the British capital is not only setting standards in banking, real estate, fashion and pop culture, but now, thanks to Curaden, also in the dental industry. The clinic has been running with huge success for a good year - and the man in charge of Prevention One, Clifford zur Nieden, is also satisfied: «We have been able to achieve a considerable increase in clients.» Here, at one of London's best addresses, stretches dental heaven. Futuristic, clean, with colourful toothbrushes - and Prevention One is right at the top of the list of priorities. It is explained and taught by friendly staff who also offer London's spoiled citizens the very best oral hygiene service.

In the Curaden Dental Clinic, manager Patricia Adam checks everything is running smoothly, revealing an incorruptible smile as she does so.

Nervous about the dental procedure? - That soon passes once you enter the white rooms. This clinic radiates a calmness that is almost reminiscent of Zen ceremonies - but it's not just mindfulness the well-heeled clientele wants. Rather, most importantly, it expects the best all-round care in the trendsetting British capital. That's something Patricia Adam can guarantee: «In the first nine months our team welcomed more than 2000 clients», she explains. She leads the way through beautifully tidy treatment rooms, and the hustle and bustle of the major shopping district around Oxford Street, although just five minutes' walk from here, seems light-years away. →



«The atmosphere is like that of a five-star hotel.»

#### New dental lifestyle world

The London branch of Curaden is the first clinic to offer the Prevention One philosophy: clients can improve their health and thus boost wellbeing. They can change the impression they make on others for the better, and reduce their spending on health. Indeed, they can improve their overall physical health. Through Prevention One, clients - no longer called «patients» by the dentists - can tap into an entirely new world of professionally supported and guided dental oral hygiene. It is a holistic approach to overall health.

The dentist and his team work actively and on a partnership basis with clients for their long-term and lastingly improved dental and oral health and thus on the long-term improvement of their general state of health. Clients learn a great deal of new information, revealing to them the significance and the advantages of effective dental hygiene and also the interdependencies with the body. They are therefore self-motivated to practice good dental care. Clients discover for themselves that dental care and their mouths can be a new area of action for self-improvement. With the advantage that this care largely takes place within the time they are already using for cleaning their teeth.

#### Like a five-star hotel

Be different - that's what it's all about in the ever more hard-fought dental market. One patient of the London clinic wrote an enthusiastic online comment: «The atmosphere of the reception area and the treatment room, the courteous service - I feel like I'm in a five-star hotel.» This begins in the waiting room where children will find toys and adults are offered reading material - and all immediately feel at ease. Once the best possible treatment has been provided, patients are coached further at home according to their needs and reminded of further checks via mail or SMS.

It's no wonder then that Clifford zur Nieden is hatching big plans: «In this clinic we are able to test and implement our many ideas and innovations. London serves as a testing laboratory for us. The metropolis is a challenge in all areas, and our international clients are happy to use it as a meeting point.» Other partnerships for such exclusive clinics are therefore not ruled out.

MH



#### Sporting man

Clifford zur Nieden was born in Zurich in 1967 and grew up in Constance in Germany. He studied to be an operating and production engineer in mechanical engineering at the ETH in Zurich. Although his father had several Dental Depots in Germany, his son Cliff first worked in consultancy for Siemens, Telecom, Carlsberg and Ascom before taking on the role of CEO at swiss smile in 2008. This was how he met Ueli Breitschmid, who brought him to Curaden in 2015. Since then Cliff zur Nieden has been responsible for the Dental Depot and is on the Board of Administration. In his free time, the father of four is passionate about sports: skiing, tennis and kite-surfing.

curaden  
BETTER HEALTH FOR YOU

CURAPROX 

**MY DAILY RITUAL**

Martina Hingis and her CS 5460.  
Better health, higher success.

TOOTHBRUSHING.  
IT'S A SERIOUS GAME.  
MAKE IT A FUN ONE.

**CS 5460**

www.curaprox.com  
VISIT AND WIN.

curaden

**Impressum**

Publisher:  
CURADEN AG  
Amlehnstrasse 22  
6011 Kriens

Art Direction:  
Max Wettach

Layout/graphics:  
Samuel Reichmuth

Text editing:  
Mathias Haehl

Texts:  
Mathias Haehl (MH)  
Martin Rutishauser (MR)  
Luzia Popp (LP)

Photos:  
Jakob Ineichen, Luzern  
Alessandra Leimer, Zürich  
Sabine Liewald, Zürich  
Mathias Haehl  
zVg

© by CURADEN,  
Switzerland, 2016

CURADEN AG  
Kriens:  
Amlehnstrasse 22  
6011 Kriens  
T 041 319 45 50  
F 041 319 45 90

CURADEN AG  
Dietikon:  
Riedstrasse 12  
8953 Dietikon

Praxis:  
T 0800 55 06 10  
F 0800 55 07 10

Labor:  
T 0800 33 68 25  
F 0800 33 68 26

CURADEN SA  
13, ch. de la Gottrause  
1023 Crissier  
T 021 633 24 04  
F 021 635 15 45

CURADEN AG  
Centro 2000  
6595 Riazzino  
T 091 850 54 10  
F 091 850 54 29

CURADEN ACADEMY  
Riedstrasse 12  
8953 Dietikon  
T 041 319 45 88  
F 0800 55 07 10

CURAPLAST AG  
Sportplatzstrasse 2  
9113 Degersheim  
T 071 371 17 56

www.curaden.ch



# curaden

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