

curaden

 better health for you

# the spirit<sup>4</sup>

English

healthy mouth  
means a  
healthy body





the spirit<sup>4</sup>

# Ore sano homo sanus

A healthy mouth equals a healthy body and mind.

CURADEN envisions a healthier world. A world in which passionate dental professionals, clued-up consumers and attractive, effective and safe products work hand in hand to achieve good oral health. And a world in which good oral health contributes to our happiness and well-being.



## Dear Reader

You are holding in your hands the latest SPIRIT Magazine. It is brought to you by CURADEN, the Swiss oral hygiene company based in Kriens near Lucerne. The Swiss family company - run by the second generation under Ueli Breitschmid - provides oral hygiene products and services in 70 countries worldwide. And that is by no means all. Find out what else we do and what we stand for in SPIRIT, a publication which reflects the spirit of our company.

We are proud to present to you the extensive CURADEN product portfolio and share what lies behind our numerous products. Our guiding principle is «Better health for you». It sums up perfectly our plans and professional commitment, and the essence of what we do. Our mission is to maintain our customers' health and improve it where necessary. But we also aim to lead by example by promoting our own well-being. On the following pages, you can read about the ideas underpinning our endeavours and how we have been pursuing them for many years.

Find out where the original ideas came from. Explore the bigger picture embracing our many ventures and activities. And discover why a healthy mouth is the key to a healthy body.

Are you ready for a thought-provoking journey through the world of health? We wish you an enjoyable read.

Best wishes,

**Max Wettach**

Head of Marketing and Communications, CURADEN AG



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the curve



## **SPIRIT** better health for you healthy mouth means a healthy body

Taking care of our oral health means taking care of our overall health. Diseases of the structures and tissues supporting our teeth take a greater toll on the human body than we think.

Today we know of the direct link between good oral hygiene practices and the state of the human metabolism, the lungs, the blood vessels and so forth. Studies confirm the connection between diseases of the cardiovascular system and the tooth-supporting structures. Conversely, it is highly probable that physical and mental disorders exacerbate periodontal disease.

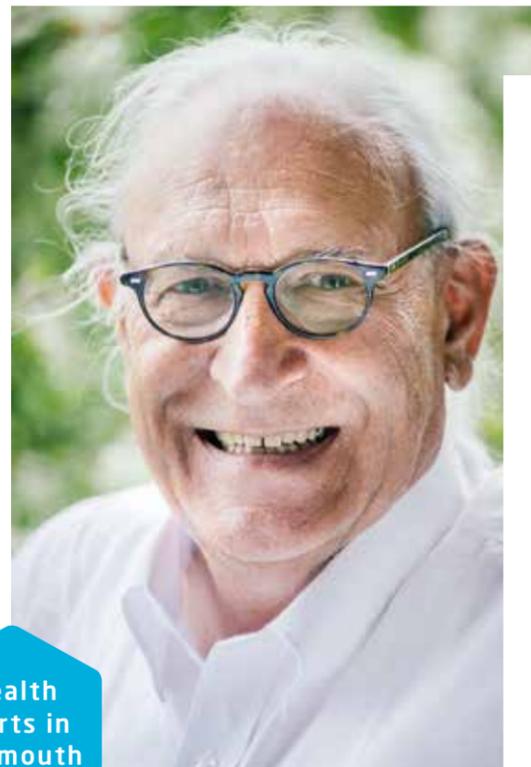
The connections are clear. Even if the causalities are only gradually becoming clear to science, CURADEN already drew its own conclusions some time ago: prevention is important. With good oral hygiene practices and proper nutrition, we can make a direct contribution to reducing inflammation.



A thing of the past:  
the dental surgery  
as a repair workshop

The dentist of  
the future: a guardian  
of overall health





Health starts in the mouth

It's high time for dental and oral health professionals to adopt a forward-thinking approach rather than to merely focus on mending teeth profitably, says Ueli Breitschmid, CEO and owner of the Swiss oral hygiene company CURADEN. The consummate entrepreneur and second generation at the helm is convinced that a sea-change is needed in the way we address oral hygiene. There is a simple reason for this: only through a healthy mouth can our organs and body as a whole be, remain or become healthy. Ueli Breitschmid is convinced that the mouth is the gateway to overall human health.

Some of the harmful bacteria which cause diseases of the digestive tract pass mostly through our mouths. Ueli Breitschmid says there are much more and closer interrelationships in the body than we have previously imagined within the constraints of speciality-driven thinking. As an entrepreneur, his endeavours are by no means confined to the products and services which CURADEN offers. His goal is to achieve a paradigm shift in the way the medical fraternity and health-interested public think. Products and activities to promote oral hygiene, nutrition, training and support are what CURADEN stands for, and «better health for you» is a commitment the company does not take lightly.

«Only through a healthy mouth can our body as a whole be, remain or become healthy.»

#### An eye for detail

Daily mechanical plaque removal reduces the build-up of tartar. Although these are efficient, cost-effective measures, they cannot remove all harmful bacteria. Failure to remove plaque within a day results in the formation of a biofilm that thickens over time. A fertile breeding ground for the growth of bacteria. The main culprit behind the development of diseases of the periodontium is the unimpeded proliferation of bacterial plaque – initially on the gingival sulcus. Anaerobic bacteria – which can cause localized chronic inflammation – are formed in the deepest layer of the biofilm. This can in turn spread via the gums to the jawbone supporting the tooth root. As a consequence, the jawbone starts to recede. Diseases of the periodontium are not just localized diseases – inflammation in the body demands a response from the entire immune system. Entering the body through the circulatory system, bacteria can then spread unchecked to other organs.

Similar mechanisms to the development of periodontal diseases can be observed in diabetes mellitus: prolonged, elevated blood sugar levels keep the immune defences of the entire body on permanent high alert. Due to the resulting chronic state of inflammation in multiple organs, diabetes mellitus and diseases of the periodontium are interrelated and exacerbate one another. Osteoarthritis and premature births can be associated with diseases of the tooth root and deterioration of the jawbone.

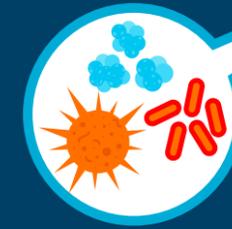
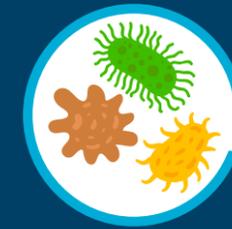
The existence of the same bacteria at different sources of inflammation is a clear indicator. CURADEN draws from this the following conclusion: the mouth is the gateway to the body; we should therefore be taking good care of it. This is only possible through a professionally-led, controlled oral hygiene regimen and the appropriate aids. Because one thing is clear – the gums surrounding a completely clean tooth or dental implant stay healthy. It is possible to keep the gum line around the teeth and implants clean – with correctly performed mechanical plaque removal, adequate patient training, instruction and tools. This is where CURADEN comes in, with years of experience in offering suitable training. These training programmes are called iTOP and Prevention One.

**The CURADEN core mission statement is «better health for you». And for good reason: dental practices have a pivotal role to play. Why? The answer is simple:**

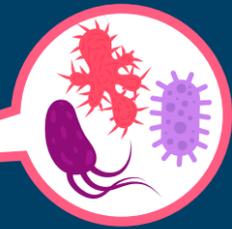
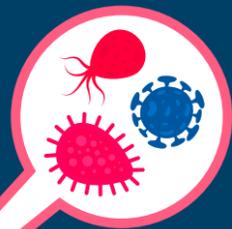
- Oral health and healthy teeth are the key to personal well-being and overall health.
- The microbiome of the mouth is of vital importance to the intestinal bacteria. In future, medicine should pay much more attention to oral health.
- Oral health and healthy, beautiful teeth can only be attained through meticulous oral care and the appropriate tools. No one can achieve perfection without the support of a coach, teacher or trainer.
- The demand for one-on-one training and coaching can be significantly increased and coincides with a societal trend.
- Dentists and dental practices are the best possible partners for achieving these objectives.

«As a Swiss dental health company, CURADEN has in its vision and mission a deep commitment to improving overall health through oral health.»

## GOOD BACTERIA



## BAD BACTERIA



The intestinal tract contains 80 percent of our immune system. Many beneficial intestinal bacteria are at work here. For instance:

**Bifidobacteria:** These predominantly rod-shaped bacteria degrade sugar, converting it into acetic and lactic acid.

**Escherichia coli:** This bacterium is known to produce vitamins in the human intestinal flora, mostly vitamin K. Some pathogenic strains of this bacterium can cause damage and are among the most frequent sources of infectious diseases.

**Lactobacilli:** Lactobacillus belongs to the lactic acid bacteria that produce lactic acid by fermentation. It is even used in the food industry, specifically in the production of dairy products and beer.

Among the over 100 trillion bacteria inhabiting a human intestine, there are also some rather unsavoury characters. Some examples of harmful bacteria:

**Campylobacter:** This is among the most common causes of bacterial intestinal inflammation. Fever, abdominal pain and diarrhoea are some of the symptoms. It usually enters our bodies by way of spoiled food and occurs in the summer months in our part of the world.

**Enterococcus faecalis:** A bacterium that can trigger bladder, prostate and epididymis infections. Endocarditis – inflammation of the endocardium – can also be the result of an infection caused by Enterococcus faecalis.

**Clostridium difficile:** Five out of 100 people carry it without even realizing. However, if the gut flora is disturbed, symptoms such as diarrhoea and intestinal inflammation may occur. Certain toxins carried by these bacteria can attack the intestinal mucosa.

## Gut reaction

# «Darm mit Charme»

How can a book rehabilitate – even rediscover – an often-maligned organ? Giulia Enders has done just that with «Gut – The Inside Story of Our Body's Most Underrated Organ». In doing so, she demonstrates links between the mouth and the body which are fully aligned with the CURADEN approach.

The young writer and doctor Giulia Enders didn't simply score a bestseller in Germany in 2014 with her book «Darm mit Charme» – which translates as «Charming Bowels», and is also available in an English version with the more prosaic title «Gut – The Inside Story of Our Body's Most Underrated Organ». In simple and plausible terms, the author describes our gut as our most underappreciated organ, and her resulting recommendations are clear and easy to follow. The volume is published by Greystone Books.

CURADEN has a longstanding dedication to the connections in the body – specifically between the mouth and the gut – which Giulia Enders describes. Her accumulated findings and insights are fully in line with the company's approach to overall health.

A healthy way to go about your day



### Why is a healthy gut important?

This is both a simple and a complex question, and one that fills an over 300-page book. Our gut saves our life. Every day. It's down to the bacteria. Up to 100 trillion bacteria populate the human digestive tract. They break down the food we eat and make it digestible – and they strengthen our immune system at the same time.

### Does our gut protect us against disease?

Of course it does – or rather the army of bacteria within does. Diversity is key here. It is referred to as the microbiome, and the rule of thumb is that the more diverse the microbiome, the healthier the person. Its enemies are an unbalanced diet, stress, medication and so forth. The first recognizable symptoms that something is amiss are heartburn, abdominal pain, mild infections, obesity, right up to rheumatism or diabetes. And the author has a secret weapon: drink a lot of chamomile tea.

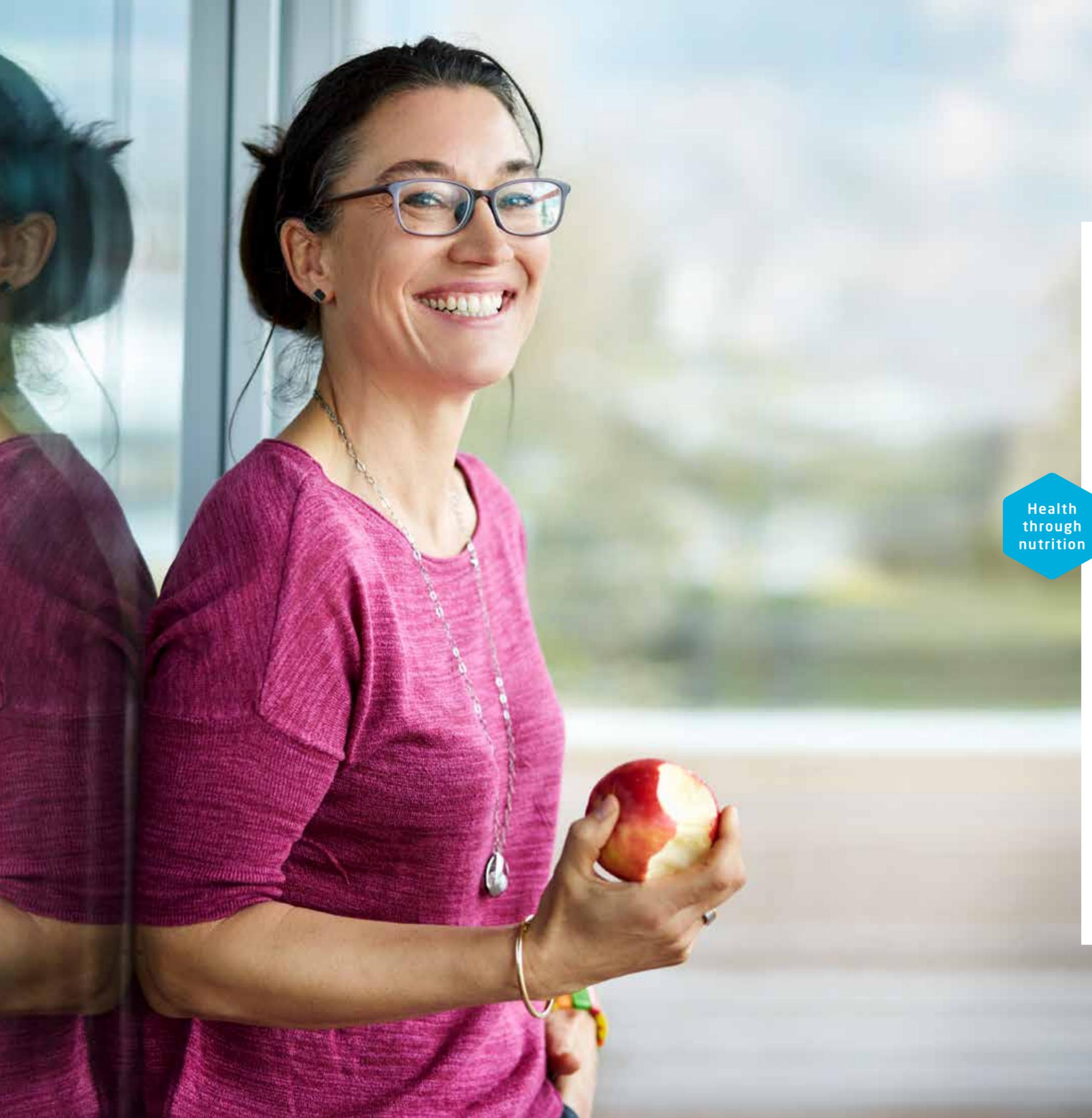
### So is the gut a «lone warrior»?

No, of course not. But the gut and its state of health have an impact on our psychological makeup; scientific research supports this. And the relationship between the mouth and the gut

is a particularly close one. «There is something happening every second in our mouth: salivary papillae shoot out nets of mucin, take care of our teeth and protect us from the effects of over-sensitivity. Our pharyngeal ring monitors foreign particles and prepares its immune armies», writes the author in her book. «We wouldn't need any of this if nothing happened behind the mouth. The mouth is simply a gateway to a world where the external becomes internalized.» CURADEN says: «A healthy mouth equals a healthy body and mind.»

### What can we do?

So-called prebiotic foods such as asparagus, garlic, onions, potato salad, endives and yoghurt help the gut stay healthy. Many dietary fibres – found in plums or psyllium – are powerful comrades-in-arms. In combination with at least 30 minutes of exercise a day and drinking 1.5 litres of water or unsweetened tea, nutrition is the insider tip par excellence. CURADEN is convinced that good oral health provides the best foundation for this.



Health  
through  
nutrition

In conversation -

# We are what we eat

Why are the bacteria populating our mouth important for our entire body? And how can proper nutrition and good oral health lead to improved overall health and even have a preventative effect against cancer?

We talked to Dr Daniela Weiler. She works in the oncology department of the tumour centre at Lucerne Hospital and is also a specialist for nutritional medicine.

> **SPIRIT: Dr Weiler, you recently embarked on an intensive dialogue with Ueli Breitschmid of CURADEN. How did your cooperation come about?**

Daniela Weiler: Ueli Breitschmid and I got to know each other because he wanted to try CURAPROX toothbrushes out in the field of ear, nose and throat tumours. It was a fortunate coincidence that we discovered our common interest - disease prevention - in October of last year. Since then, we've maintained an active dialogue. We share with each other our knowledge and expertise. Ueli Breitschmid is extremely interested in proper nutrition and prevention. It is a perfect fit.

> **Is oral health the gateway to overall health, as advocated by Ueli Breitschmid?**

That is certainly true. But it is not just bacteria that find their way into our bodies through the mouth. I see it in an even larger context. The mouth is the gateway through which all the nourishment we consume passes. What we eat and what we drink is of paramount importance to our health. And the gateway-to-health analogy is correct because the mouth cannot be viewed in isolation from the rest of the body. The correlation is particularly evident when we are talking about inflammation. Inflammation in the mouth can affect the whole body. A state of chronic inflammation originating in the mouth has a considerable impact on the entire body.

> **Can you describe the effect such an inflammation can have?**

Let's take periodontitis (gum disease). The bacteria in question populate the mouth, but we can also detect them in tumours. We suspect that these bacteria – we are talking about *Fusobacterium nucleatum*, *Porphyromonas gingivalis* and *Treponema denticola* – migrate from the mouth into the intestines, for instance. They can be detected in colon cancer. They have also been found in ear, nose and throat tumours. As well as in pancreatic cancer. Conversely, it is evident that tumour patients with these diseases also show a higher incidence of gum disease.

> **Has this been scientifically proven?**

Many studies have confirmed this. But there's always the question of «what comes first?».

> **So it might be the other way round – bacteria found in colon tumours can also find their way into the mouth?**

A causation has yet to be proven, and I can imagine that would be very difficult. But it is clear that there is a correlation.

> **Is anyone currently involved in research interested in these links?**

A new study that deals with this very topic has just been published. Data is available. A convention in Rome recently reported on bacteria that are present on the biofilms on colon tumours – but can also be found orally. The research is still in its infancy. However, the so-called microbiome research is gradually finding its way into a clinical setting. We are discovering more and more connections and are aware of the importance of microbiomes in the treatment of cancer. A lot will happen in this respect in the coming years.

> **What is a microbiome?**

A microbiome is the entire diversity of microorganisms that we carry on and in our bodies. Our guts are host to around 100 trillion bacteria. Our bodies consist of 10 percent human and 90 percent non-human cells; the latter include viruses, fungi and bacteria. That's an impressive ratio. Most of our bacterial flora can be found in the gastrointestinal tract, some are found on the skin.

CURADEN knows from research that there are around 15 billion bacteria between each tooth. The figures are incredible. It is important to realize, however, that not all of these bacteria are harmful. Some are essential. Research assumes that 80 percent are «good» bacteria. The pivotal question, of course, is how to remove the harmful bacteria without destroying the good bacteria.

> **Is that possible?**

I think it is possible with the right nutrition, which is where I come in with my speciality. Our choice of food can have a powerful impact on our intestinal bacteria and their diversity. It has been proven that, over the centuries, humans have unfortunately lost a lot of this diversity.

> **Why do you put such emphasis on bacterial diversity?**

Two major studies have shown a direct link between bacterial diversity and overall health.

> **So the more varied our bacteria, the healthier we are?**

Exactly.

«Eat more fibre. Consume less sugar and fewer trans fats, less white flour and meat. Eat more plants with their fibres!»

> **What kind of diet is conducive to promoting bacterial diversity?**

In short: Eat more fibre. Consume less sugar and fewer trans fats, less white flour and meat. Eat more plants with their fibres!

> **Less meat?**

Absolutely. Saturated fats are unhealthy. Today we consume far too much protein, saturated fats, salt and sugar.

> **So plant-based and wholemeal foods are beneficial. Is this a diet you follow yourself?**

Yes, mostly. And with increasing consistency in the last three years.

> **Did you want to lose weight?**

No, but it's funny you should ask. This excessive kind of daily protein intake seems to have become ingrained in us since the time of the world wars. We are afraid that we, and especially our children, are not getting enough sustenance. People think they need to build up reserves. The outcome is that we are consuming on average more than twice the amount of protein we need. Every day.

> **How long does one have to change one's nutrition before the microbiome reacts?**

It only takes a short while. Studies report changes in the microbiome within just one week. It is important to change one's nutrition permanently, not just for a limited period of time. This isn't a short-term fix.

> **In the USA, for example, bacteria are artificially introduced to the digestive system through the rectum. Does that make sense?**

So-called faecal transplants only have a short-term effect. Anyone who cannot subsequently create the right climate and consume dietary fibres in the correct amounts might as well leave well alone. Bacteria that don't find a favourable environment are quickly expelled.

> **Why did you start eating differently three years ago?**

My family has a predisposition to autoimmune diseases. I myself suffer from psoriatic arthritis. Other illnesses that occurred in our family also prompted us to change our diet.

> **Did you change the way you eat from one day to the next?**

No, it was a step-by-step process. At first, we ate meat from grass-fed cows, i.e. cows that are not artificially fattened. We know that this meat contains more omega-3 fatty acids and is similar to fish in this respect. We also cut down on saturated fats and started to consume only skimmed milk. After exploring further, we decided to do without all meat including chicken, which now has a much higher fat content in our part of the world than it used to.

> **But you still eat fish?**

Yes. But plant-based foods became my main focus. We don't consume any lacto-proteins at all because they can trigger flare-ups in autoimmune diseases.



> **You specialise in internal medicine and oncology. And now you are exploring nutritional issues from the perspective of someone who is personally affected. Does this make you an outsider in your profession, which focuses mainly on drug-based cancer therapies?**

I wouldn't go so far as to describe myself as an outsider. But it is true that oncologists are not particularly interested in nutrition. But I do get asked about the topic on a daily basis.

> **By patients?**

Yes, cancer patients often ask me what they can do to help themselves. Up until now, the answers have generally been exercise and sport, enough sleep and energy-rich nutrition to avoid weight loss. Today we know that a calorie does not equal a calorie, but rather depends on what kind of food the calorie consists of.

> **The media are showing more interest in nutrition-related topics than ever before. Does this mean the time is right?**

It's more a question of whether you have a personal interest. If you do, you are more likely to come across relevant stories in the media. There is also a lot of uncertainty in society today. It is difficult to sort out the good and useful information from the short-lived trends and fads. When it comes to nutrition, everyone is a specialist and has their own opinion.

> **Are there different types of people who require different nutrition?**

I don't think so, but that's my opinion. I've never come across scientific proof that backs this up. Providing clinical evidence – as is required for medications, for instance – is practically impossible. But it is possible to describe very clearly what is healthy, even if the food industry holds other opinions and interests.

> **Why does the food industry have other interests?**

On the one hand, the food industry is naturally interested in promoting its established products. On the other hand, it wants to earn money with new products marketed to increasingly health-conscious consumers.

> **You are drinking water during our interview, I'm drinking orange juice. Isn't my juice healthy?**

Your juice isn't healthy. The fibres are lost during the squeezing process, so it mainly contains sugar and water.

> **In your brochure on nutrition, you describe a three-pillar concept. What does that mean?**

This is my own definition of the three most important aspects in cancer prevention – nutrition, exercise, and stress management. Alongside treatment, they can contribute to a better prognosis when dealing with cancer. This is scientifically supported and proven. The three-pillar approach can also be applied to primary cancer prevention. Many observational and interventional studies deal with primary prevention – all too often, however, they only examine limited nutritional strands, such as nut or olive oil consumption.

> **What is the number one risk factor for cancer in our society?**

Being overweight has overtaken smoking in Switzerland, with rising tendency.

> **To sum up: proper nutrition through the mouth leads to better prevention and also a higher likelihood of surviving cancer?**

There is scientific support for this conclusion. The area where we have the least data is in palliative medicine, i.e. where we are already dealing with metastatic cancers. And we can even go a step further: a plant-based, whole-meal diet also has a positive impact against dementia, cardiovascular disease, diabetes and rheumatic diseases. And although the benefits may not be 100 percent proven in all these cases – this form of nutrition is not harmful. It certainly has fewer side effects than any of the medications used to combat the diseases.

> **Why don't you mention smoking?**

By now, everyone should be aware that smoking and alcohol are harmful. It's no longer necessary to point that out.

> **Another aspect you don't address is self-healing power. Why not?**

Self-motivation is important and indeed crucial to the success of any therapy. People who are able to take action have a better prognosis. What strikes me is that patients and nursing professionals are very interested in these topics, far more so than doctors, who might simply lack the time and are too tied up in their specialties and everyday tasks.

> **You don't shy away from giving recipes to your patients. Why?**

I want to show them that a healthy diet doesn't equal eating boring and bland foods. My recipes are colourful and varied.

> **Like the colourful bracelet which, paired with the white coat, sets you apart from the run-of-the-mill hospital routine?**

Exactly. I need a splash of colour around me. Patients appreciate it and see me as a down-to-earth person who is in touch with reality.

> **Let's look to the future: could a regime that combines oral hygiene with nutrition improve cancer prevention?**

It could certainly improve primary prevention. What we put in our mouths is of paramount importance. Another exciting facet is the interplay between the microbiome and in particular between the intestinal bacteria and the brain. Our brains and intestines communicate with one another.

> **How can you tell?**

I used to eat meat twice a day. I couldn't envisage going a single day without it. Around half a year after changing my diet, the desire for meat-based food vanished completely. I don't miss it at all. And now I even find particularly unhealthy meat-based foods – such as sausages – repulsive. I am convinced that my intestinal flora has changed and is now signalling different desires to my brain. This makes sense and is verifiable – my current intestinal bacteria want to survive, and for this they need my mouth to supply the right foods and avoid the inappropriate ones.

> **What are your favourite foods?**

Salads, all vegetables, nuts, avocados, tofu, seitan, whole-grain rice, quinoa, sweet potatoes, bulgur, whole-grain rice pasta. I don't have an absolute favourite any more. I used to love beef stroganoff.

# A pioneer in oral prevention



CURADEN hasn't reinvented the wheel. This accolade goes to a Swiss pioneer in the research of caries and periodontitis: Prof. Hans R. Mühlemann. The former head of the Department for Preventative Dentistry, Periodontology and Cariology at the Dental Institute of the University of Zurich was a trailblazer in every respect.

As early as the mid-1970s, Prof. Hans R. Mühlemann asserted that it was possible to enjoy total oral health without a dentist and without any form of health insurance. It was a typically bold claim by a man who, after a rich and fulfilled life, died in his eightieth year on June 1, 1997 in Zurich. Hans R. Mühlemann was an idiosyncratic and determined specialist in the field of prevention. His fighting spirit was the stuff of legends. He rarely minced his words and was not afraid to take on institutions and differing schools of thought in the medical profession.

For over 30 years, Hans R. Mühlemann conducted pioneering work together with four dental institutes in Switzerland and their academic research and prevention-oriented teaching, with education and health authorities, with the medical profession,



with school dental clinics, several public campaigns and scores of volunteers. He and his comrades-in-arms had succeeded in inhibiting caries and periodontitis by effective and inexpensive means.

His prophylactic concept, which remains of overarching significance today, is based on the following pillars: epidemiological studies on caries and periodontitis, the discovery of the preventative properties of local fluoridation, the detection of bacterial plaque as an inevitable cause of caries and periodontitis, and the realization that the unchecked consumption of sweet foods has a detrimental impact on health.

CURADEN is driving Prof. Mühlemann's legacy forward. The company shares the opinion that students, for instance, need to know how to clean their teeth perfectly. Only trained students will, as future doctors, be able to put their patients on the best path to overall health. And a well-chosen and correctly demonstrated healthcare product can only achieve its intended purpose if the patient has been fully encouraged to use it.

This is precisely what CURADEN does with its oral hygiene teaching and encouragement programmes. «Touch to Teach» is the essence of the concept and individual coaching at the forefront of its endeavours. Relying on the extensive range of CURAPROX products, the programme has been benefiting dental clients for more than 20 years.

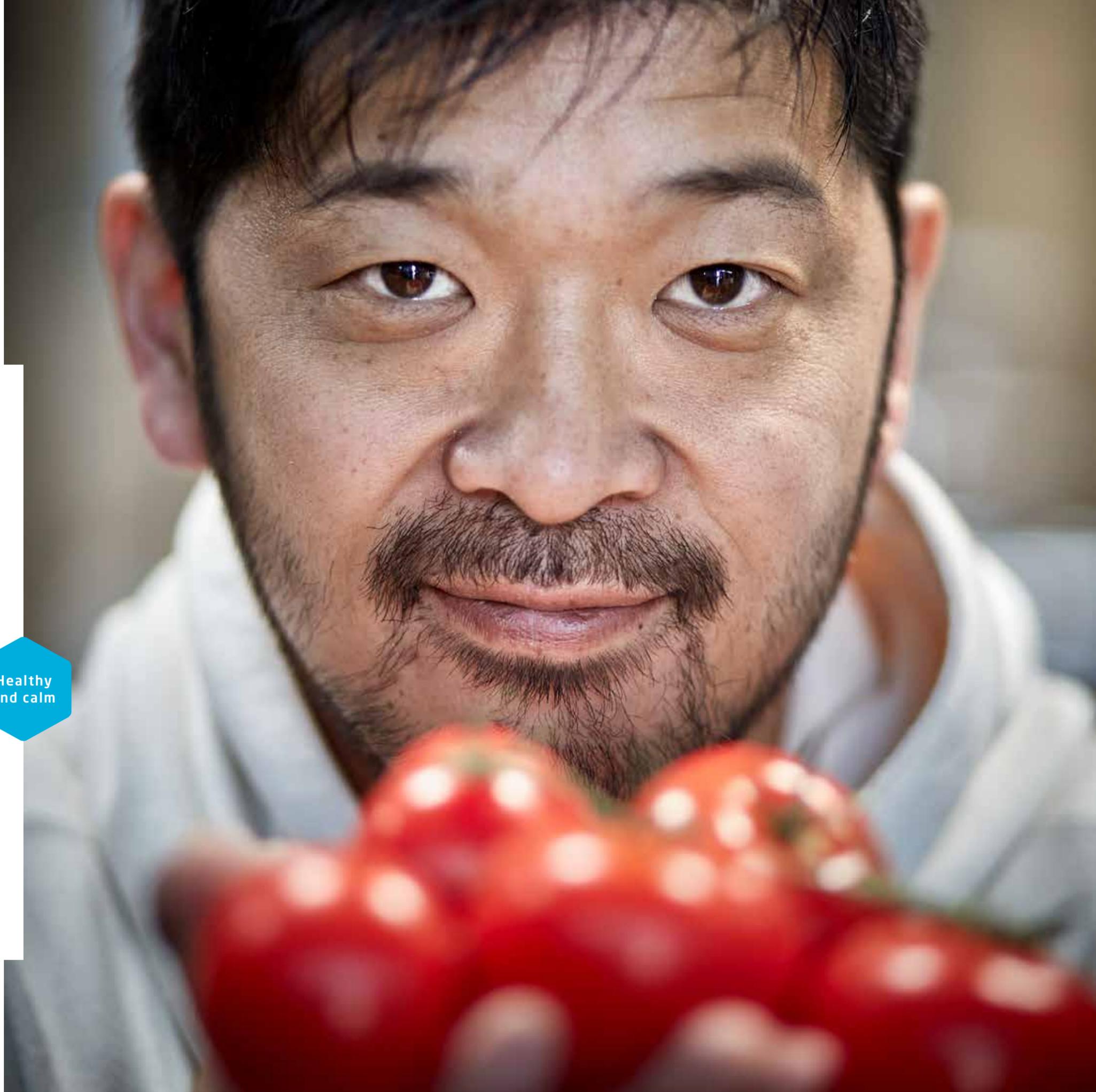
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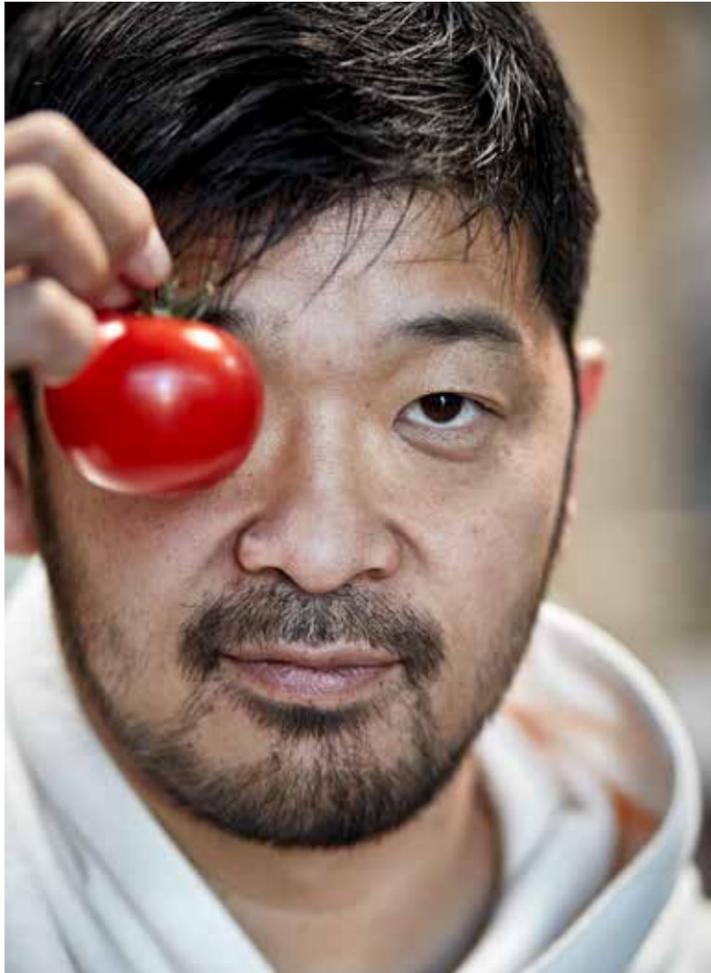
## Nutrition

# Keisuke – showing the way with umami

Healthy  
and calm

Stress, salt, sugar, lifestyle diseases. The Japanese chef Keisuke Matsushima aims to counteract these ills by harnessing the benefits of umami. CURADEN is lending a helping hand.





«Chewing is healthy and even has a beneficial mechanical effect on our health.»

**Umami – a buzzword that has reached us by way of Japan. In 1908, a Japanese chemist discovered the fifth taste, which has now been traced to taste receptors on the center of the tongue. It isn't a new thing, despite the fact that the media seem to celebrate it as a new discovery with bizarre regularity. But there is much more to umami than taste, and it is rarely written about. Behind it is an entire philosophy of how food should be prepared, cooked and eaten in a way that is beneficial to our health. Umami – or rather the word umai – may mean delicious, but it doesn't explain what lies behind this approach.**

Keisuke Matsushima is aware of this. For the last 20 years, he has been sharing his knowledge in Europe. He has run his own restaurant in Nice since 2002, most recently the eponymous «Keisuke Matsushima». It comes as no surprise that his cuisine has a strong Mediterranean influence. He takes advantage of the fresh regional produce and represents the so-called «terroir cuisine» that is currently setting the pace worldwide and counts the best chefs among its proponents.

#### **A Japanese chef does his thing**

Keisuke, however, does things a little differently. The 40-year-old goes to the market to buy his produce in the morning before starting a very slow cooking process. It is easiest to describe

with simple foods: tomato ketchup, for instance, which he simmers for hours on end without the addition of either salt or sugar. This respectful and slow handling of the raw material carefully releases the nutrients from the fruit and allows them to develop their full potential. It's a similar story with carrots: while other chefs might add sugar to caramelize, Keisuke relies solely on the vegetable's inherent sugar content. Every carrot that is heated gains in sweetness. This is just one insight of many which Keisuke recently shared with the chefs at the Central Swiss company Sinnvoll-Gastro, an operation that counts CURADEN owner Ueli Breitschmid among its co-initiators.

#### **Why are the examples of the tomato and carrot so important?**

They are representative of a gentle cuisine that has overall health as its core objective. Keisuke, who hails from southern Japan, learnt his craft from his mother and went on to refine and then perfect his skills with the help of university professors and doctors. His is a cuisine against stress – and an ode to slowness that extends to the ritualistic aspects of eating. «We should eat slowly and chew more,» says Keisuke. «The act of chewing triggers responses in the brain that we don't yet know everything about. But we do know that chewing is healthy and even has a beneficial mechanical effect on our health. »

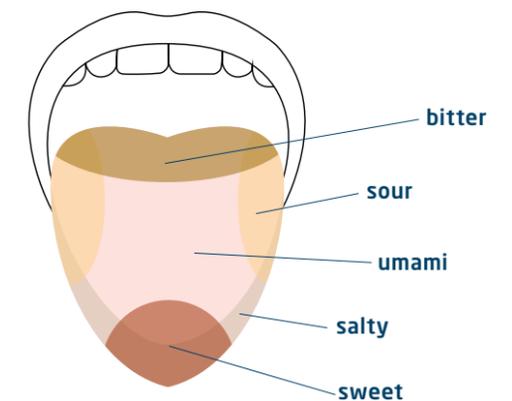
#### **Keisuke's umami crusade**

Umami is one of the answers to the pressing health concerns in the world's major cities for the chef who – two decades ago, on a wing and a prayer and without any personal contacts – fulfilled his dream of moving to the centre of the gastronomic universe, France. He pinpoints the obvious stresses and strains caused by urban living, a lack of sleep and the flooding of the human brain with too much sugar and salt. And although he might sometimes come across as a pessimist and his findings on the state of civilization do not make for cheerful reading, he is far from being a prophet of doom. On the contrary – with his umami-based cuisine, he wants to

alleviate or prevent lifestyle diseases such as cancer, coronary artery disease, diabetes and others. And he seems to be on the right path because scientific research on proper nutrition strongly supports his approach and choice of ingredients.

It goes without saying that taste is the key to any successful cuisine. As a father, Keisuke knows this only too well. His 14-year-old daughter eschews fast food and it wouldn't even occur to her to buy and devour heavily processed food, he says, laughing. «She doesn't eat my way every day, but she certainly eats umami.»

It wasn't the daughter, the father or the many glowing references that convinced CURADEN. During the coming months, CURADEN will develop a programme with the Japanese chef; a programme that can be best described as «cooking with and for medical professionals». Ueli Breitschmid and his associates are convinced that Keisuke's approach to cooking and food is one that will move the company even closer to its declared goal of **«better health for you»**.





# Bourgeois: a passion for prevention

French professor Denis Bourgeois and CURADEN CEO Ueli Breitschmid could be described as kindred spirits. The former tells us why he wants to transform repair medicine into preventative medicine, and about his involvement in the training of dental professionals.

«I have surely become a healthcare politician in recent years; it's a field I have always found interesting.»

Denis Bourgeois is a man of many talents. The trained dentist and periodontist ran his own practice in Lyon for 15 years before turning his focus increasingly to public health concerns on an institutional and political level. He worked at the World Health Organization (WHO) in Geneva for 12 years, mainly in the field of oral and dental health. Today he is Dean of the Dental Faculty at the Claude Bernard University in Lyon, France, where he devotes himself intensively to research and development. And as if that isn't enough, he is also a driving force behind the Observatoire Régional de la Santé Orale - an institution which represents the interests of dentistry in France's different regions and is heavily involved in the advanced training of dental professionals.

Bourgeois doesn't have to think long when asked whether he sees himself as a dentist, university dean or professor: «I have surely become a healthcare politician in recent years; it's a field I have always found interesting.» In his mid-fifties and showing no signs of slowing down, Bourgeois becomes animated when he reflects on the subject of health within the context of dental medicine. The dental industry, he expounds, may have changed (first and foremost due to technological advances) but has at its core remained the same.

#### **A look back**

Dentistry as a medical discipline hasn't been around for long. In France, as in most other western countries, dental medicine did not gain access to the medical faculties of universities until the

middle of the last century. And the harmful effects of sugar on the teeth were not widely understood in the early days of professional dental care. Denis Bourgeois says: «Tooth extraction was still widespread in the years after the Second World War. Molars in particular were often damaged beyond repair.» He adds that costs were a key factor: «Repairing the damage, fitting a dental bridge or filling teeth was generally out of the question for financial reasons. But it clearly didn't bother people too much back then. Until the 1950s or 1960s, almost everyone had missing teeth - it was socially acceptable, in contrast to today.»

Denis Bourgeois has plenty to report: for instance, the problem with caries was recognized relatively late. Only in the 1960s - when the WHO endorsed fluoridated toothpaste as a prevention measure against caries - did the situation start to improve. This gradually developed into a demand for «medical toothpastes», says Bourgeois. It accelerated the emergence of the corresponding market and was a key contributor to the growth of a gigantic industry.



### What a dentist should be

Denis Bourgeois has strong views on what the dentists of the future should look like. He sees them first and foremost as doctors and preventative physicians and only secondarily as «extracteurs de dents» – or teeth pullers. But, with a few exceptions that include his endeavours, he can't observe much change to date. He says the «system» (or in other words, the dental industry) is inflexible; at least in France. Some dentists may still be able to generate a good livelihood from their profession, but this is already threatened by competition due to economies of scale. More and more groups and chains are displacing the traditional single dentist practice in France. The situation in Switzerland is similar.

Bourgeois knows from numerous discussions with affected dental surgeries that Swiss patients go abroad for treatment – which is available at a fraction of the domestic tariff. Digitalisation means that practices are increasingly obtaining prostheses from Turkey or China, dental products from Germany, and practice equipment, fixtures and fittings from Italy or Germany. According to Bourgeois, only one third of the existing dental technicians will be required in future, mostly because digital technologies are significantly shortening the work processes. The industry – like many others – is in flux. Bourgeois says that the dental profession is not sufficiently prepared for such a scenario. Although it is obvious

that an increasingly ageing population will continue to ensure future prosperity, he thinks that the market has been largely divided up already.

He is also of the opinion that the education system is not sufficiently attuned to the training of future dentists, which should focus more on overall health and prevention. He notes that almost 30 percent of the university curriculum is devoted to dental technical activities: «After all, an ophthalmologist doesn't waste time in long lessons on the production of glasses and spectacle lenses.»

### A passion for prevention

But what does this mean in real terms? And what is the way forward? Denis Bourgeois thinks there's a lot still to do at an educational level, primarily in encouraging students to embrace the topic of prevention. Here and on many other issues, he and CURADEN CEO Ueli Breitschmid are of one mind.

The first encounter between Denis Bourgeois and Ueli Breitschmid in 2010 brought together two strong personalities who proved to be two peas in a pod: on the one hand the professor and university dean, on the other the industrious entrepreneur – both inspired by the notion of elevating dental medicine to a higher level. Today they are both aware that this is just the beginning. Currently, no universities are offering training in general medicine or prevention to dental students. There are no corresponding

dental tariffs or official recognition of prevention activities in dentistry. On becoming acquainted with the iTOP and Prevention One and training programmes by CURADEN, Professor Bourgeois was instantly sold on the underlying philosophy. Three years ago, he introduced iTOP to his students and it has been well received; the same applies to dental practices in France, which have also adopted the training scheme. Bourgeois is fascinated by its hands-on, practical approach, which he says is a simply ingenious method that no one has adopted before: «Future dental professionals learn how to clean teeth until they are perfectly clean.»

Both Breitschmid and Bourgeois are fully aware of the links between oral and overall health. Studies pointing in this direction have been accumulating for several years. But there aren't as many as there should be, says Bourgeois, with a tinge of irritation: «The medical profession today knows the importance of maintaining a balanced oral microbiome and preventing periodontitis bacteria from entering the bloodstream. The health consequences of which can be fatal.» Because the mouth is, by definition, the domain of dentistry, it is clear to him that dentists should receive more training in preventative medicine in future.

This unequivocal position is fully in line with the aspirations of Ueli Breitschmid and his company CURADEN. The dental profession now has a unique opportunity to facilitate the breakthrough of a comprehensive healthcare system based on professional and practical knowledge and skills, as well as counteract an approach to medicine focused solely on repairing and symptom control. The dentist, periodontist and professor Denis Bourgeois is working on it.

Talking of numbers:

6,580

is the number of dental hygienists in Great Britain (2016). That's the largest number in Europe.

4,200

is the number of practising dentists in Switzerland in the same year.

123

This is the number of practising dentists (per 100,000 inhabitants) in Greece. This is the highest figure in the EU (2015).

# CURADEN'S WORLD OF DENTAL NUMBERS

## VELVETLY SOFT- AND MULTIPLE AREAS OF USE

The colourful CURADEN toothbrushes have been a global hit for years and their popularity continues to rise. Customers extol the advantages of CURAPROX toothbrushes on social media and praise their soft bristles. And if further proof were needed – divers using CURAPROX toothbrushes to remove dirt from the endangered coral reefs in the waters of the African island of Zanzibar have thanked us online.

## RESEARCH, RESEARCH

A small company like CURADEN (measured against the industry leaders) cannot strive to win with figures and sheer volume. Quality is key. But one thing is often forgotten: research and the power of innovation. CURADEN attaches great importance to both of these areas. The latest example: for many years, the company has been researching a new mouthwash. A breakthrough is imminent.

## ALL SYSTEMS GO IN ASIA

There are good reasons to be apprehensive: entering the Far Eastern market has proven problematic for many. What looks simple at first glance requires extensive preparation. CURADEN has done its homework. SWISS SMILE and CURAPROX products are now available in China and Japan. CURADEN respects regional aesthetic requirements and has set up an office in Shanghai for product marketing and presentation purposes.

## A TOOTHBRUSH IS PET, TOO

Nowadays, every company needs to pay heed to sustainability issues and sound ecological business practices. CURADEN is no exception. The company is constantly testing the application of new materials and compounds. The plastic content of the packaging is shrinking, the blisters of the toothbrushes are already made out of PET and can be recycled. Nevertheless, there is always room for improvement.

2,293

academic degrees in dentistry were awarded in Germany in 2015. That's a European record.

195,000

dentists practise in the USA

69,863

practising dentists work in Germany. That's a European record (2015).

42,601

dentists – 10 times more than in Switzerland – practice in France.

96

degrees were awarded in Switzerland in the same year.

51,000

practise in China in the same year

1,880

practise in Switzerland at the same time, which is a higher than average number in proportion to the population.



2

dentists currently practise in the island nation of Tuvalu. That's the fewest in any country. Followed by 4 on the Cook Islands and in Kiribati.

70

is the number of countries in which CURADEN offers its products and services.

36.8

billion US dollars: The global dental market (mainly for repair work) is predicted to be this large in 2021. In 2016, it was around 28.1 billion US dollars.

40,000,000

is the number of toothbrushes CURADEN made in 2017.

15,000

People have completed the iTOP training programme by CURADEN to date.

222

Angola has seen the fastest and biggest increase in practising dentists. 7 years ago, the African country had 2 dentists. Today there are:

GREECE

123

GERMANY

86

per 100,000 population

FRANCE

64

in France

USA

61

in the USA

POLAND

33

at the tail light Poland.

SWITZERLAND

50

practicing dentists per 100,000 population

10

CHINA

That is the number of dentists in China per 100,000 population.

1

VISION: «better health for you» – is the CURADEN mission.



# Ready for the revolution?

Inject a happiness boost into your daily cleaning regime with [ **BE YOU.** ] toothpaste by CURAPROX. Choose one of six sophisticated and specially composed flavours to perfectly suit your mood. Whitening and oral health? It's all there in one colourful tube.

**SIX FLAVOURS - ONE FORMULA**

«Your attitude to life now has a colour – and a flavour. Pick one – in fact, why not pick all six?»

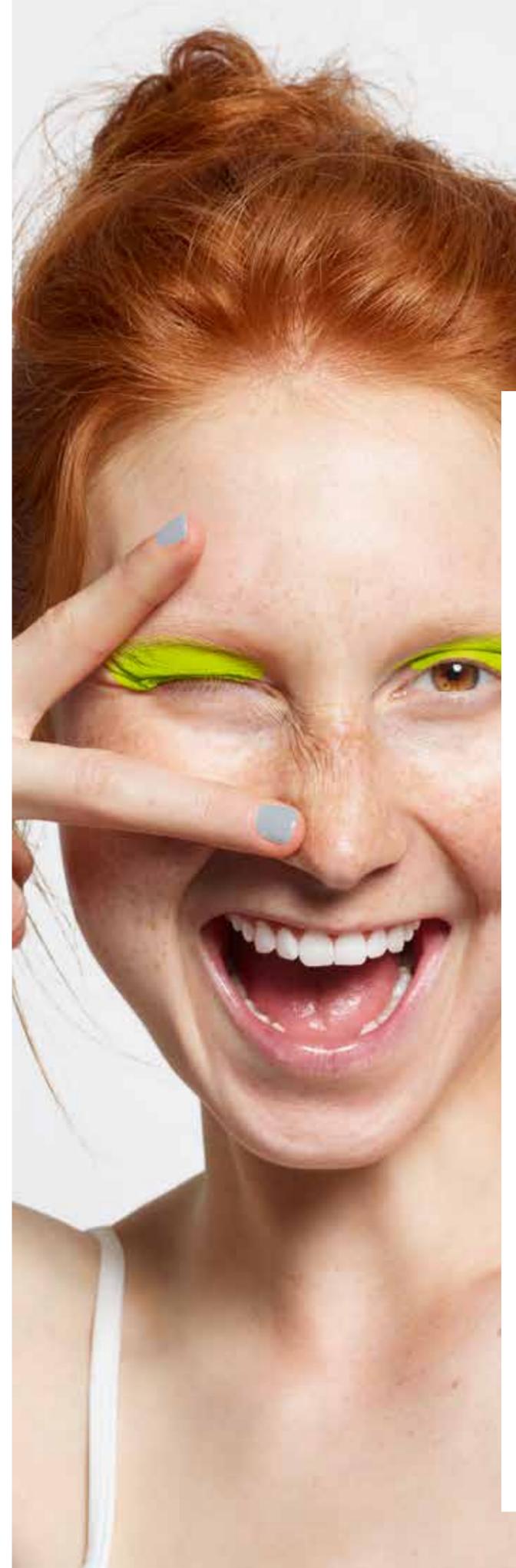
In love, dreamy, sleepy – who always feels the same? Our new [BE YOU] toothpastes in six different flavours make expressing yourself easy. You are sure to find the perfect cleaning companion to suit your mood – in bright yellow, soft blue or cheerful pink. Brushing your teeth should be an enjoyable activity and reflect your personality – so why not choose the colour and flavour that best matches your attitude to life?

Our formula is freshness, herbs and good oral health – Emotions meet Intelligence. But what really counts is what's inside. [BE YOU] toothpastes not only provide effective caries protection but also care for your teeth and gums.

Power pearls with menthol and a touch of silica ensure long-lasting fresh breath and clean the teeth gently. Xylitol (birch sugar) strengthens the teeth and has antibacterial benefits. Extracts of echinacea, bitter orange, devil's claw and centella asiatica possess anti-inflammatory properties, and panthenol (provitamin B5) promotes cell

formation. [BE YOU] completely dispenses with the harsh SLS surfactant, thus protecting the oral mucosa and significantly reducing the risk of mouth ulcers. Likewise, you will neither find triclosan nor microplastics in [BE YOU].

An enzyme ensures that this toothpaste is an intelligent toothpaste. Glucose oxidase provides a gentle and natural whitening effect, as this enzyme acts against discolouration and stains and has a regulating impact on oral flora. In addition, polishing pigments reflect blue light, which makes the teeth appear even whiter. Hydroxylapatite, also a natural substance, smooths rough tooth enamel, making it almost impossible for discolouration-causing particles to adhere.



#### **RISING STAR – Start slow, go strong**

Juicy grapefruit and revitalizing bergamot, zinging on a bed of peppermint and menthol. The tangy way to ensure your mouth is wide awake in the morning. Freshness at its best.



#### **PURE HAPPINESS – Embrace the world**

Subtle peach and apricot notes combined with the freshness of peppermint and spearmint and an added extra menthol boost. A cool breeze for your mouth every day.



#### **CANDY LOVER – True love will never fade**

Lovely sweet watermelon with refreshing menthol, ice-cold fireworks for your mouth and gums, we think it's the perfect way to start and end your day.



#### **CHALLENGER –**

##### **Cross the border, never look back**

Sweet persimmon combined with a touch of juniper create this wonderfully dry experience. Add a tannin-like spice with the lingering taste of gin and tonic. What could be better! No alcohol included though, of course.



#### **DAYDREAMER –**

##### **Work for living, don't live for working**

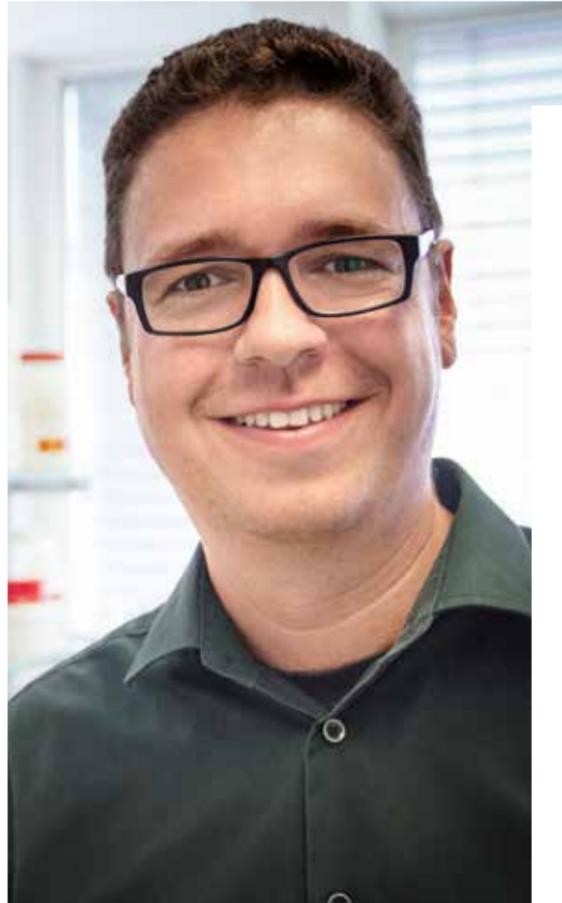
Head in the clouds again? Wake up your taste sensation with dreamy blackberry and sumptuous licorice lounging on a bed of eternal fresh menthol. Long lasting freshness with a twist.



#### **EXPLORER – Go far and find home**

Something to appeal to your adventurous side – a completely new flavour combination of juicy aloe vera and fresh green apple, with an added burst of peppermint and menthol. The brave will be rewarded with this uniquely refreshing brushing experience.





**Christoph Fiolka, 38,**

hails from Cologne and lives in Switzerland. He has been Head of Production Management for chemical products at CURADEN in Kriens near Lucerne since 2016.

## The research that went into BE YOU

> **THE SPIRIT: Christoph Fiolka, you are a chemist and researcher at CURADEN. BE YOU is your creation. How did the story begin?**

Christoph Fiolka: It all began with the success of the colourful CURAPROX toothbrushes. One of our branches, in Slovakia, approached us with a request to produce equally colourful toothpastes. At the same time, we were at work refining our Enzycal product and advancing our enzyme system. In the course of time, the concept was adapted, and it finally became clear that the toothpastes should be based upon the colours of fruits and match the already existing CURAPROX toothbrushes.

> **What makes BE YOU different from the CURAPROX toothpaste Enzycal?**

Enzycal is aimed at a professional audience and comes in clinical white. BE YOU, on the other hand, is a fresh and playful take on toothpaste which follows exactly the same objective - to improve oral health.

> **BE YOU contains many beneficial ingredients. What is the key focus?**

The glucose oxidase enzyme is without doubt one of the most important ingredients. It provides a gentle and natural whitening effect - this enzyme acts against tooth discolouration and stains and also regulates the oral flora.

> **What was particularly difficult about working with this enzyme?**

Ensuring stability was one of the challenges. This enzyme degrades relatively quickly. It wouldn't be desirable if the enzyme would start to react during the production process, for instance. That would mean the consumer would not reap any benefit. The enzyme should not become active until you put it in your mouth.

> **Did you spend months on this in the laboratory?**

A researcher actually did spend months in the lab and took measurements for us. The sheer number of variables is difficult to conceive. How much air may come in contact with the product? How does it need to be stirred? What needs to be added? How can we make the production process both efficient and gentle? What exactly happens inside the mouth? These were just some of the questions that needed answering.

> **Has no one yet made toothpaste with this enzyme and this method?**

There have been attempts. But we were one of the first to pursue it with such persistence.

> **Where did the idea to use this enzyme come from?**

We experienced a steep learning curve with Enzycal. All these findings and insights have gone into BE YOU.

> **Are there opportunities for development?**

We are considering optimising the enzyme system of BE YOU and Enzycal. We have new ideas and are already testing. Our pivotal focus is and remains how to protect healthy teeth and eliminate harmful oral bacteria.



**Ueli Breitschmid,  
Owner and CEO**

«I am delighted with BE YOU. It makes an important contribution to the care and promotion of oral health for everyone - and it is also a fun product. That's important, because if something isn't enjoyable, it doesn't get used.»



**Rico Kamber,  
BE YOU Product Manager**

«Our intention with BE YOU was to take our Enzycal toothpaste a step further. And we've certainly succeeded. BE YOU continues to be marketed to dental professionals, but also increasingly to end consumers. This means we are continuing to follow the path we embarked upon with our «Black and White» toothpaste.»

# A radiant smile with Twinsmile

What happens when outstanding dental professionals join forces in a Swiss company? First-rate expertise, a passionate team and a successful endeavour has a name: Twinsmile.



## That's great - but what does Twinsmile actually do?

The Twinsmile team runs its own dental laboratories in Switzerland and Germany. To this end, the company has developed a modular, comprehensive concept - with emotive marketing tools, its own range of 3D printers, printer applications and excellent customer support.

You may be familiar with the following situation: you've prepared an aesthetically first-rate treatment plan, taken x-rays, created wax-ups, mock-ups and invested a lot of time in explaining everything carefully to your patient. And the patient replies with a succinct: «Thank you, I've got that.» Why wasn't the patient immediately won over by your proposal? Is the patient lacking in trust, or is something still unclear?

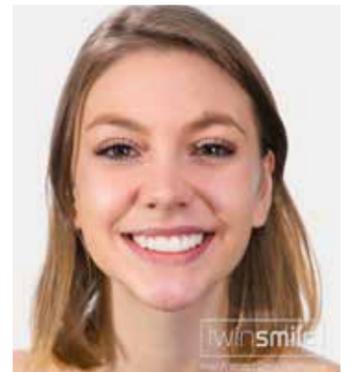
## Taking patients on a voyage of discovery

«We have to take the patient along on a dental voyage of discovery; show them a dream that you and your team can turn into reality,» says Tom Huigen of Twinsmile. And this requires a sophisticated emotional and visual concept.

This is exactly where Twinsmile comes into play, as it offers a proven concept that applies several presentation tools and marketing instruments. The process begins with a qualitative, yet simple aesthetic evaluation. The Testeneers® are then fabricated using CAD/CAM technology at the laboratory of your choice before being attached to the patient's teeth. Finally, the patient will be able to admire his or her flawless and radiant smile in a before-and-after video. Tom Huigen says: «The result is stunning and rarely fails to make an impression.»



Before



After

## Raising acceptance

The Twinsmile founders know from experience that many patients have a great desire for cosmetic dental corrections. However, for a long time there were no practical tools such as protocols and processes in place to support the patient in deciding on a specific treatment plan. Thanks to the development of the Twinsmile model, the case acceptance rate among patients has risen to over 90 percent, which in turn benefits dental practices and dental laboratories. The Twinsmile founders are all sought-after speakers at global conventions and also offer customized courses for a number of dental trade associations.

## Perfect for dental laboratories

Twinsmile is a tried-and-tested concept that utilizes several unique tools. Anyone can make their own products with the Twinsmile Vitro 100 3D Printer, tailor-made applications and accessories. Aligners, splints, models, Testeneers®, drilling templates and much more are easy to fabricate.

Find out more at  
[www.twinsmile.com](http://www.twinsmile.com)



Healthy and dynamic

## The Dental Depot - CURADEN's beating heart

Open for business since 1956, our Dental Depot provides future-oriented, broad-based and dynamic services to the dental industry. This is backed up by more than 50,000 products and - above all - people with the specialised expertise required to serve the needs of dentists as well as their practices and laboratories.



Shipping, advice and technical support from a single source

At 7:30 am sharp, Hoti Shevqet climbs onto his high rack stacker forklift and ascends to a height of 15 metres. It's all in a day's work for the warehouse worker at the CURADEN complex in Littau – having a head for heights is part of the job description. He steers his vehicle with precise hand movements up and down the aisles until he has finished stacking or selecting the desired items for dispatch. There is enough room here for 1,500 pallets, and up to 30 deliveries and dispatches are processed through the facility every day. It's a constant coming and going of delivery vans and trucks.

Well over 15,000 items are permanently in stock in Littau; another 35,000 are available within a short timeframe. An impressive volume, generating a quarter of a million order items annually from over 5,000 customers nationwide. This requires not only a sophisticated logistics system, but above all an alert and attentive workforce.

Denise Seeholzer and Marlis Erni are responsible for the exact preparation of orders. Equipped with merchandise scanners, they sift through the shelves until they have located the right product. In the meantime, Heinz Kirchhofer scans the prepared items for the stock management system. The consignments – which Angelo Senneca has already carefully packed into the designated dispatch containers – are collected twice a day by the Post Office. This amounts to over 65,000 parcels annually delivered to customers: the hustle and bustle in Littau is symbolic of the dynamic nature of the dental industry.



«We see ourselves as service providers. Put simply, we are here to serve our customers.»

#### Service – not just a catchword

Gianluca Li Donni, the manager of the CURADEN Dental Depot, puts the company philosophy in a nutshell: «We see ourselves as service providers. Put simply, we are here to serve our customers.» And before the merchandise reaches the customer, a first-rate and friendly customer service

team comes into play. Michelle Burri spends hours every day talking to CURADEN customers and her enthusiasm for her role is palpable. She is responsible for ensuring that any customer concerns are dealt with in a prompt and satisfactory manner.

Technical services are an integral part of an excellent and above all effective service culture. A prime example is the company's own, well-equipped repair workshop in Dietikon. This is where workshop manager Maurizio Piazza and his team put devices and equipment through their paces before returning them to the production process. An important service that is highly appreciated by the company's customers; now more than ever in an era when repair workshops are often regarded as relics of times long gone. This is definitely not the case at CURADEN.

«We design our customers' dental practices according to a well-considered overall concept and source the appropriate high-quality products with great care.»



#### Room to develop

CURADEN doesn't just take care of product sourcing and management, but also looks after the space in which they are used – in other words, the appropriate interior fittings. Among other things, architecture sees itself as an examination of man-made space and their inter-relationship. CURADEN sees the interior design of dental practices as space which is created to serve dental medicine and oral health. The company has experienced consultants that provide professional and bespoke solutions. Judit Krass, responsible for practice planning services at CURADEN, sums it up neatly when she says: «We design our customers' dental practices according to a well-considered overall concept and source the appropriate high-quality products with great care.» And care is of the essence. The world is full of products and accessories that are basically superfluous and quickly forgotten.

Good and enduring design is only possible when it is both well thought out and well made. CURADEN works with leading manufacturers and offers single-source services ranging from consulting and conception to completion and staff training. This is «Care made by CURADEN».

#### Catering to all practice-related needs

The Curaden Practice Exchange offers a comprehensive service package focusing on the financial valuation and handover of dental practices. Every dentist will at some point face succession planning issues. Majk Kovac is responsible for the Practice Exchange. He knows from many years of experience that proactive succession planning requires a careful and well-considered approach. It should be addressed several years before the actual end of a career – similar to the succession process in an SME.

The CURADEN Practice Exchange offers a comprehensive service package focusing on the financial valuation and handover of dental practices. The transition to the new «Dentotar» tariff is rarely profitable for older dental practices, and this should be taken into account, says Majk Kovac. Succession planning is complex, involving not only financial and legal concerns, but also fiscal and labour law-related aspects, and, most importantly, an orderly and successful handover of the patient base. While financial considerations are certainly relevant, the human factor should not be neglected. It is important that the patients are in capable hands and feel comfortable with the dentist's successor. CURADEN unites all these aspects in a comprehensive package with modular options tailored to the customer's needs. It includes the following services:

- Calculating an appropriate purchase price for the dental practice.
- Timely succession planning and a gradual transition into the new structure.
- Assessing a professionally qualified successor who understands his or her patients on a human level and provides attentive care. This includes one-to-one patient care by an experienced team.

- Securing jobs for existing practice staff.
- Models for flexible working in the old practice – even after the sale. A relaxed working environment without administrative burden.
- Professional practice valuation: CURADEN customers can take advantage, free of charge, of a practice valuation in accordance with the SSO guidelines.
- Legal advice and contract drafting.
- Cooperation with chartered accountancy and tax consultancy firms.
- Simple and proven checklists for risk minimization, including support in taxation matters.

As mentioned at the outset, the CURADEN Dental Depot has been delivering a vast range of services and products to dentists, oral surgeons and dental technicians for over 60 years. These products and services reflect CURADEN's extensive dental hygiene expertise in the many different areas directly concerning dental practices and laboratories. The Depot has always maintained close and personal business ties with its customers, resulting in a strong relationship with the Swiss dental sector that is based on mutual trust. It is therefore no exaggeration to describe the Dental Depot as CURADEN's beating heart – a heart that is beating stronger than ever.

Find out more at  
[www.curaden-dentaldepot.ch](http://www.curaden-dentaldepot.ch)



#### Own brands

The company also offers own products under the CURADEN trademark, such as the Velvet Touch latex glove.



High-speed growth

São Paulo

# Success against the odds

Double-digit growth? Over recent years, that's been nothing unusual for CURADEN with its CURAPROX brand in Brazil. We look at the secrets behind this remarkable success story.



«São Paulo now accounts for some 80 percent of the country's entire economic output.»

Erik Vidal, head of CURAPROX in Brazil, lives in São Paulo – along with 21 million other people. The city is one of the 10 most populated metropolitan areas on the planet. It's the country's commercial and cultural centre, a flourishing financial hub and a key crossroads for the nation's most important transportation routes.

«I've been living here since 2005,» says Erik Vidal, at the same time divulging one of the reasons for the business boom enjoyed by the brand in this nation with its population of 208 million. When he returned to Brazil 13 years ago to launch CURAPROX sales operations, Vidal chose São Paulo in preference to Rio de Janeiro – opting intuitively for a city which has since enjoyed unprecedented expansion. With São Paulo now accounting for some 80 percent of the country's entire economic output, it makes perfect business sense that the Brazilian operations of CURAPROX need to be based in this mega metropolis. But in 2005 the race between the two cities was far from a foregone conclusion. Things have since changed.

### Soon number three

As a Swiss family enterprise, CURAPROX does not reveal absolute financial figures. But it's no secret that, with Erik Vidal and his team, the company has seen annual double-digit growth over recent years – an impressive success story by any standards. And despite Vidal's view that «many Brazilians still do not know about our brand and products», the indications are that this year will see CURAPROX taking over the number three spot in the country's pharmacy market. Which points to another reason for the brand's booming sales success, namely:



#### **CURAPROX Brazil**

Erik Vidal, 62, has been living and working in Brazil since 2005 and heads CURADEN's operations in that country. The son of a Swiss mother and Portuguese father, he was born in Sweden and speaks several languages.

Vidal grew up in Brazil from the age of five to 15, trained in Switzerland as an electrical engineer and then set up his own company as a computer scientist. He later sold the business to return to Brazil – his dream destination – where he now lives with his family.

#### **The keen endorsements by dentists and other dental professionals, who themselves value the CURAPROX products and recommend them to their patients.**

But the growth is not so easy to explain. The products are of superior quality, of course. And the vibrant colours conjure up a feeling of fun in that space in the home where sombre seriousness is generally the order of the day. In Brazil, as in other countries, the bathroom is seldom seen as a place of pleasure – particularly at that early moment in the morning when coming face to face with one's own drowsy mirror reflection. The success of the brand is even more astounding when one considers the marketing strategy of CURAPROX – namely, by ignoring all conventional wisdom and never advertising in the traditional media.

#### **Stubborn, self-assured and quirky**

«We focus mainly on social media», says Erik Vidal, «but above all on the advice of specialists. On matters of dentistry and oral hygiene, our colleague Hugo Roberto Lewgoy is renowned and respected as a national authority. So when the mainstream media have questions on the subject, they always turn to Hugo first – and that's great publicity for us.» That, together with a sizeable slice of self-assurance and even stubbornness, has paved the path to success for CURAPROX Brazil. As Vidal proudly puts it: «Right from the start we've always done things differently to what studies told us.» Unlike the company's competitors, for example, Vidal and his colleagues have never given away free samples. Instead they have concentrated their efforts on creating exclusivity which – coupled with quality, design and Swiss reliability – justifies the high price the public is prepared to pay for a product. The 5460 toothbrush is still the premium product in the toothbrush range, but sales of other models are increasing, too. The way CURAPROX handles its product promotion further reflects Vidal's non-conformist approach. Products never appear in print media advertising or expensive TV clips. But they are seen selectively at fashion shows and specialised trade fairs.

«Right from the start we've always done things differently to what studies told us.»

Occasionally the products put in a coincidental appearance at TV shows – at no cost to the company. If the products were of poor quality, they would certainly not be seen on screen. So it's difficult to imagine a more authentic and effective promotion of any product range enjoying such a high degree of trust.

This CURAPROX success story is reflected not only in figures. Beside the bare statistics, more visible evidence is to be seen in the huge warehouse recently opened in São Paulo. This has become necessary to cope with the predicted continued growth in Brazil, even though evidence now shows certain market saturation. Erik Vidal remains confident that he can still strike a happy balance between quality and quantity. In the meantime, his Brazilian operations remain a model example of impressive achievement for CURADEN.

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#### **Brazil**

Brazil gained independence from Portugal in 1822. Today it is a giant on the global stage – the fifth largest country in the world and the largest in South America. The country covers a surface area of 8.5 million square kilometres, some 207 times larger than Switzerland. And its population exceeds 208 million (25 times more than Switzerland). But the situation is reversed when it comes to economic and purchasing power, with Switzerland taking the lead. In Brazil, GDP per capita is 9,895 US dollars, while for Switzerland the figure is eight times greater at 80,600 US dollars. However, dentistry is big in Brazil. Statistics show that more than 200,000 dentists are professionally active throughout the country – a remarkable 10 percent of all the dentists worldwide.

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# Ahead of the curve

Smart head

Hydrosonic Ortho is the name of the ground-breaking sonic toothbrush by CURAPROX. Its innovative brush head technology is unique, with a hydrodynamic effect that helps remove biofilm bacteria – leaving healthy and attractive teeth.



## HYDROSONIC ORTHO

**The problem** – it is virtually impossible to get all the niches between the teeth and braces, brackets, lingual brackets and retainers really clean. There is a risk of caries and inflammation.

**The solution** – the Hydrosonic Ortho brush heads are able to reach all the critical areas easily with the CURACURVE® bend. And the CUREN® filaments ensure a perfect cleaning result. This is oral healthcare despite braces, brackets, lingual brackets and retainers: simple and effective, and seven intensity settings ranging from 22,000 to 42,000 brushing motions per minute.

**Ground-breaking «sensitive», «power» and «single» brush heads**

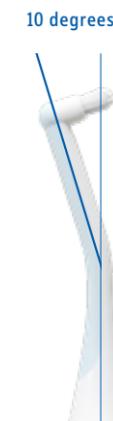
- Every single area is within easy reach: CURACURVE® ergonomics
- Soft yet effective: finest CUREN® bristles
- Extra pleasant to use: rubberised back prevents unpleasant vibration sensations
- «sensitive» and «power» brush heads in a water drop-like design for high-precision cleaning, tooth-by-tooth
- «single» for targeted cleaning of the niches between teeth and braces and the gingival margin



**power**  
Powerful yet gentle. For healthy gums.



**sensitive**  
Extremely gentle yet highly efficient. For sensitive gums.



**single**  
Extra filigree, extra ortho. For niches and the gingival margin.

Modern sonic toothbrushes are popular, not least due to their combined mechanical and hydrodynamic benefits. For a company that has just developed its own sonic toothbrush and is introducing it to the market, this is good to hear. In May 2018, CURAPROX launched its greatly improved, second-generation product.

But what exactly does this combination of mechanical and hydrodynamic effects achieve? The vibrations and filament placement generate a thrust which removes bacteria from biofilms – even in those areas of the teeth that bristles cannot reach mechanically. For instance, at the entrance to interdental spaces or in pockets of incipient periodontitis. Another important advantage is low abrasion. Sonic toothbrushes are gentle, because they apply little pressure to the tooth and thus effectively prevent damage.

Thanks to the hydrodynamic vibrations, the sonic toothbrush cleans beyond its bristles. This has been proven in several studies and can be clearly demonstrated by the so-called «splash effect». If you hold an activated sonic toothbrush in a glass of water, the water droplets will splash as far as one metre away. The key factor for this positive impact is the shear stress, which is greater in a sonic toothbrush than in an electrically oscillating toothbrush. Since the cleaning effect of the sonic toothbrush reaches beyond the bristles, the mechanical contact with the tooth remains extremely low – with a correspondingly low risk of inflicting abrasive damage to teeth or gums.



#### Developed in Switzerland

The Hydrosonic Ortho toothbrush represents the culmination of more than 10 years of research and development. The Swiss company CURADEN has not contented itself with simply launching another interchangeable product in the market. The true innovation is located in the brush head and the filament placement on the one hand, and in the motor on the other. The gentle CUREN® filaments by CURADEN are long on the outside and short on the inside.

In close consultation with dental professionals, the brush head has been given a water drop-like design. This allows it to completely enclose each tooth individually, which is essential for achieving optimal mechanical and hydrodynamic cleaning. The cleverly-designed, 10-degree ergonomic bend of the brush head allows easy access to those hard-to-reach areas in the mouth. The back of the brush head is made of soft material – this protects the teeth, even if you accidentally knock them while brushing.

The oral health experts from Kriens near Lucerne are ahead of the curve. The brush heads for the new CURAPROX Hydrosonic Ortho sonic toothbrush are manufactured in Degersheim in Eastern Switzerland.

#### Marco Zavalloni, CURADEN Managing Director, has the lowdown on the new Hydrosonic Ortho:

**Motor:** «The new Hydrosonic Ortho is more reliable than anything we've ever known. The power unit is a new, robust construction which has excelled in endurance tests.»

**Cooperation:** «We have developed a high-performance product in cooperation with our supplier. The manufacturing processes have been validated by us, and every single device undergoes systematic quality control procedures performed by CURADEN. The serial number ensures the traceability of each unit's source. The supplier has the entire supply process chain under control, and



we enjoy working out of Switzerland with him and his company. The quality controls we carry out on each product in Switzerland prove us right. The experience is an extremely positive one.»

**It's all in the head:** «Our latest achievement has a superior and unique brush head. We have landed a veritable coup with the patented CURACURVE® bend, the drop-like design and arrangement of the filaments. And it has been well received by our customers. That said, a clever head needs an equally fit body, which is why we have gone to unusual lengths in our research into motors. This is now paying off.»

**Pride:** «To me, CURADEN represents quality, reliability and innovation in oral hygiene. I personally vouch for these attributes. And this is why I am proud that we have succeeded in manufacturing such a reliable product as the Hydrosonic Ortho. Market feedback is excellent. There are practically no malfunctions.»

«A clever head needs a fit body.»

# How do dentists see their profession? How do they view prevention? And are there differences from country to country?

Two examples from Switzerland and France



France

#### Personal:

**Matthias Rzeznik**, 32, has been working as a dentist in Paris since 2010. Since 2016, he has also been working as a specialist in periodontology. He studied dentistry in Paris and implantology in Corsica. He is an acknowledged expert in periodontology and presides over PAROCLAP – an initiative aimed at promoting periodontology in general practice.

## Restoring a patient's self assurance

**Why a French dentist stresses the importance of prevention. And why it exasperates him that 95 percent of the population suffer from bleeding gums.**

#### > THE SPIRIT: What kind of relationship do the French have with their dentist?

Matthias Rzeznik: I would describe it as a surprising relationship. On the one hand, most people are afraid of visiting their dentist. But on the other, they trust their dentist and rarely go to another dental practice. It's rather an ambivalent approach.

#### > What is it that interests you most about your patients?

My patients are mostly concerned about the periodontium – the structure and tissues surrounding the teeth. They worry about losing their teeth, so they ask lots of questions. My main aim is to restore a certain sense of self assurance among my patients by providing them with the correct answers so that the problem can be properly dealt with. I'm not a seller of good health – all I can do is to point the way ahead.

#### > Away from your practice, do you ever glance at peoples' mouths and their teeth and think about a treatment?

No. Away from my practice I prefer to devote time to my hobbies and my family. After all, that's what life is really all about!

#### > If you are not always able to solve all your patients' problems, how do they react?

Many of my patients say they would like to be able to turn back the clock. They tell me they wish they had dealt with their gum problems earlier. If they had done so, then their dental problems would not have found such a fertile breeding ground. Unfortunately all I can do now at this late stage is to stabilize their current health condition.

#### > Do you have a professional role model?

No. But I have been fortunate in meeting several people who have fuelled my enthusiasm for learning and have spurred me on to understanding what we're trying to achieve. In effect, all these people have played a part in the success of my practice – and I hope I can still meet a few more.

#### > How do you in fact incorporate preventive care into your work?

Prevention is my profession – and not only in my direct contacts with patients. When, for example, I show them the interdental tooth brush I explain that this is precisely the way to prevention for everyone – for the entire family. And that it's better to prevent periodontium disease than it is to treat it. You see, some 95 percent of French people suffer from bleeding gums. And 45 percent have periodontium problems by the time they reach 50. So people should start thinking about this right from the age of 20, and not wait until they have dental disease. The population should learn from an early age how to take care of their gums and mouth hygiene in general.

#### > Is the work of a dentist an art or a craft?

It's neither of the two. We practise a profession dedicated to the health problems of everyone. First and foremost, prosthetics is essential for restoring functionality. But it is also important aesthetically.

## France:

**Population:** 66.9 million.

**Practicing dentists per 100,000 population:** 64

**GDP per capita:** 33,490 Euro

**Average income per year and head:** 20,500 Euro

**Average sugar consumption per year**

**and head:** 36 kg

**Personal:**

**Franka Baranovic Huber** was born in the Dalmatian city of Šibenik (Croatia), and with her parents moved to Minusio (Switzerland) as a small child. After completing her studies in dentistry at the University of Geneva in 1991, she worked first for a dental clinic in Lugano and later opened her own practice in Lamone. Since 2006, she has been working as a part-time dentist in a private practice nearby Lugano, where she is mainly practicing conservative dentistry while embracing laser applications, and preventive dentistry. The year 2008 marked a major turning point in her career when she met Dr Jiri Sedelmayer – father of the iTOP philosophy – and his wife Dr Lucie Kalouskova. Greatly impressed by the brilliance and subtlety of the iTOP philosophy and the benefits which she discovered first for herself and then for her patients, she succeeded one year later in obtaining the iTOP International Instructor diploma. Since then, she has achieved international acclaim as an instructor, teaching dental professionals and students of dentistry and oral hygiene. This work has taken her from Switzerland via Italy, France, Morocco and Tunisia to Japan and other countries. In 2017, she earned the degree of Doctor of Dental Medicine at the «Faculté de Médecine», University of Geneva, Switzerland. Since 2015, she has in addition been participating in seminars on Dentosophy and Neuro Occlusal Rehabilitation, which have opened up for her exciting new horizons in dentistry. The adventure continues...

## Every person, every mouth is unique

### What a Swiss dentist thinks about her profession. And why an iTOP seminar in Prague changed her life.

#### > Is dental work an art or a craft?

Franka Baranovic Huber: It's both, at one and the same time. We are not only working with materials, but also with people – people who bring with them their own personal universe. We are required to work with great care and attention, and that demands hands-on skills but also a high degree of sensitivity and empathy.

#### > How many patients come to your practice every day?

It varies, but in general never more than six. I'm committed to giving my complete attention on each and every patient and I take all the time that's necessary.

#### > What is it that interests you first or most of all about your patients?

Every patient, every mouth is unique. Teeth can reveal so much about one's life. They really do tell a story. And that fascinates me.

«The objective is clear –  
to keep one's own  
teeth for a lifetime.»

#### > When you're away from your practice and not working, do you sometimes look at peoples' teeth and find yourself sub-consciously considering certain treatments?

Yes, this does happen sometimes. But without any intention on my part to give advice in any way. On the contrary – it's the people themselves who approach me with dental questions. Quite often I spend the evening at a table and we end up talking only about teeth and iTOP (which stands for individually trained oral prophylaxis). And every time this happens I realise that people have only a very superficial knowledge of oral hygiene and how little they are informed on the subject.

#### > Do you have a professional role model?

I do not have any one single role model. But in general I admire and have great respect for all those people who devote all their focus and commitment to this demanding profession – people who take their own chosen path and who pass on the fruits of their experience to others. The common essence which all my role models carry within them is their humanistic approach and ideology. On the other hand, I have no interest at all in purely technical-related matters.

#### > To what extent are you involved in prevention? What is important about it to you?

Before getting to know iTOP, I taught the rather rudimentary rules of prevention I had learnt during my time at university. But once I discovered iTOP, there was no turning back. I want to pass on my knowledge to my patients so that they themselves get to know their mouths much better and even become experts in oral hygiene. The objective is clear – to keep one's own teeth for an entire lifetime. But that's easier said than done. It's something which demands determination and commitment from both sides.

#### > How and why did you become an iTOP lecturer? To whom would you recommend iTOP?

Thanks to several lucky circumstances, I was able to participate in an iTOP seminar in Prague 10 years ago. Dr Lucie Sedelmayer was the speaker, and that seminar experience hit me like a bolt of lightning. With the iTOP method, wisdom, simplicity and common sense find full and integrative expression. I can do no better than to recommend iTOP to all team practices. And above all to their bosses!

#### > As an iTOP lecturer what is your greatest challenge?

My biggest challenge is to preserve the purity and spirit of iTOP, without any personal filtering or subjective interpretations. And to ensure at all times the highest quality practical teaching. I myself undergo annual refresher courses. And my students have the right to request my own recertification as an iTOP lecturer.

### Switzerland:

**Population:** 8.4 million

**Practicing dentists per 100,000 population:** 50

**GDP per capita:** 67,700 Euro

**Average income per year and head:** 48,000 Euro

**Average sugar consumption per**

**year and head:** 52 kg

# Everyone's talking about 3D

«Seamless implantation» is the declared aim of the Swiss company Flexident AG, a subsidiary of the CURADEN Group. It has established itself on the dental market as a specialist retailer and expert in implantology and offers a new kind of professional training.

Werner Blessing, CEO of Flexident, is clearly a man on a mission when he talks about the future: «We have developed a new training method for implantology, based on the 'visiting clinician' model. First experiences have proven to be promising.» Blessing - who has led the company since December 2017 - is a great believer in the new approach, which is unique in Switzerland. It involves an expert delivering «on the job» instruction, so to speak, to the dentist treating his or her own patient, in what could be described as intensive ad hoc training.

And that is the declared aim of an enterprise seeking to offer dentists, oral surgeons and dental technicians stimulating and practice-oriented training programmes in future, too. This is also entirely in keeping with the credo of the parent company CURADEN, which, with its services and products, has a longstanding tradition of maintaining close business ties with the Swiss dental sector.



## New techniques on the market

Computer-assisted techniques have become an indispensable tool in modern implantology. Three-dimensional imaging has the potential to make implantology much simpler, more accurate and less expensive. In response to the fact that these techniques are new on the market but have already attracted a great deal of attention, Flexident is launching «3D Simplement», an association endorsed by professional circles with the objective of advancing digitally supported implantology. Specialized training courses are just one way to achieve this. The renowned Bernese Professor of Implantology Dr Daniel Buser and other luminaries in the field are on the panel of experts underpinning the new association that was founded in April 2018. Four Swiss dental laboratories are responsible for the practical application and prosthetic 3D work.

With this initiative, Werner Blessing aims to keep a finger on the pulse of cutting-edge implantology and further strengthen Flexident's role as a modern retailer committed to the dental industry. A new online shop and website have already been set up, and a sophisticated logistics system with digital control and automatic product tracing will allow the company to provide efficient warehouse management and shorter delivery times in a cost competitive manner.

Find out more:  
[www.flexident.ch](http://www.flexident.ch)

# Personal trainers for dental fitness

The Holford Partners CURADEN Clinic in London embodies a philosophy made reality. This is where the proven Prevention One business model can be observed and experienced in practice. Welcome to the professional centre for dental fitness.

Holford Partners is the oldest dental practice in the United Kingdom. Founded back in 1860, it has established itself as an exclusive address in the stylish capital. Since 2015, the CURADEN offshoot in London has been a proponent of the Prevention One philosophy. It is also the home of the Swiss oral hygiene company's «test laboratory».

The practice in London doesn't simply offer this philosophy; it literally celebrates it. The intention is clear – to help clients improve their oral health and thus promote their general well-being. So far, so good. In itself, this is nothing new. But here's where it gets exciting: Prevention One doesn't just revolve around the dental patient's self-motivation and initiative, but above all incorporates comprehensive support by dental

professionals. This holistic approach is based on professionally-supported and guided oral and dental hygiene. The patient learns about the dental and technical context, cleaning techniques and is thus empowered to maintain an effective regimen of oral and dental care far beyond the dental appointment itself. That is the decisive factor. Dental fitness, much like any other kind of fitness, cannot be attained without self-motivation and training.

## A successful business model

It sounds very simple and straightforward: Prevention One covers the entire spectrum of oral hygiene from start to finish. In-practice training and full support outside the practice provide clients with the tools to promote their own oral health. They also have access to a



In good health thanks to the clinic

Patients can improve their oral health and thus promote their general well-being.



comprehensive package of products and services to use at home. The benefits for the dental practice are obvious: as a holistic prevention model, the Prevention One programme supplements current prevention treatments and helps the dentist encourage existing patients. It also has the potential to generate new clients.

## Turning ideas into action

CURADEN has not had any reason to regret its commitment on New Bond Street. On the contrary – it has enabled the company to implement new ideas and in effect put a new model into practice. The experience so far has been a positive one. In its longstanding history, the London dental clinic has always adopted cutting-edge methods. Today, it offers a state-of-the-art environment with proven oral health and dental hygiene professionals and experienced dental assistants. Swiss dentists are welcome to visit the London practice, and CURADEN consultants are pleased to accept applications.



iTOP

# Touch to teach – a well-received concept

Great products and brilliant ideas are all well and good. But applied incorrectly, they are of little use. This is why Ana Stevanović has a task to ensure that every country worldwide works on improving oral health of the population. «Touch to Teach» is the essence of the iTOP concept by CURADEN – and it delivers what it promises. This is a hands-on, learning-by-doing approach. Talking is all very well, but taking action is better.



How can one change people's behaviour?  
«By touching them.»

«I love this concept,» says Ana Stevanović, laughing. She laughs often, but she can be serious, too. In her interactions with others, she switches back and forth between a business-like, competence-exuding attitude and a more relaxed demeanour that betrays her spontaneous side. This is where a refreshing and efficient no-kidding attitude meets excellent people skills. And such skills are very much in demand, because the job of the dentist from Niš in Serbia is anything but easy. She has held the post of Head of Education within the CURADEN Group since 2015. And there is a great deal of educating and coaching to be done. Worldwide.

More than 15,000 people in over 45 countries have attended the CURADEN iTOP seminars to date. The scheme, which has been running for 12 years now, has forged a dedicated and motivated community of dental health professionals. Effectively communicating how to take care of one's oral health is challenging. Although it can be taught at home by parents or by specialists at a clinic, motivating and getting people to understand how they themselves can achieve good oral health is no simple feat. Changing behaviour is one of the hardest things to do.

This is why the iTOP prevention concept by CURADEN focuses on the motivation needed to apply what has been learnt on a daily basis. Step by step. Encouragement is a crucial part of this, and is the only way patients can reap the life-long benefits of good oral and dental health. The iTOP programme is a three-pillar method: it teaches accepted, effective and non-traumatic techniques of oral care.

**Touching people**

It sounds simple - but the task facing Ana Stevanović is anything but. The difficult question is: How can one change people's behaviour? «By touching them», says Ana Stevanović, who ensures that countries invest locally in iTOP education, and smiles again.




iTOP in  
India



«Patients and instructors are equal and can profit from one another.»

The seminar participants benefit from a hands-on approach: instructors do not shy away from taking a toothbrush or interdental brush and applying it directly to their counterpart's mouth. «Touch to Teach is the very essence of iTOP. This is how we work,» Stevanović explains. «There is no hierarchy in these courses; everyone is on an equal footing.» She even goes a step further: «Professors, dental hygienists, participants, team members – all are equal and can profit from one another.» The iTOP programme can rely on around 45 lecturers and 200 instructors world-wide – all of them are dental professionals.

The direct, hands-on nature of the scheme is astonishing, not least since the programme is the same all over the world. Despite the fact that different cultures have different attitudes to physical contact and touch, the iTOP method is very well received, says Ana Stevanović. This is hard to believe, but she quickly responds: «It was particularly funny when we started in Japan. People there were really shocked when we hugged them. The second time, they were accustomed to the way we worked and wanted to welcome us with an hug themselves. That's the way it goes.»

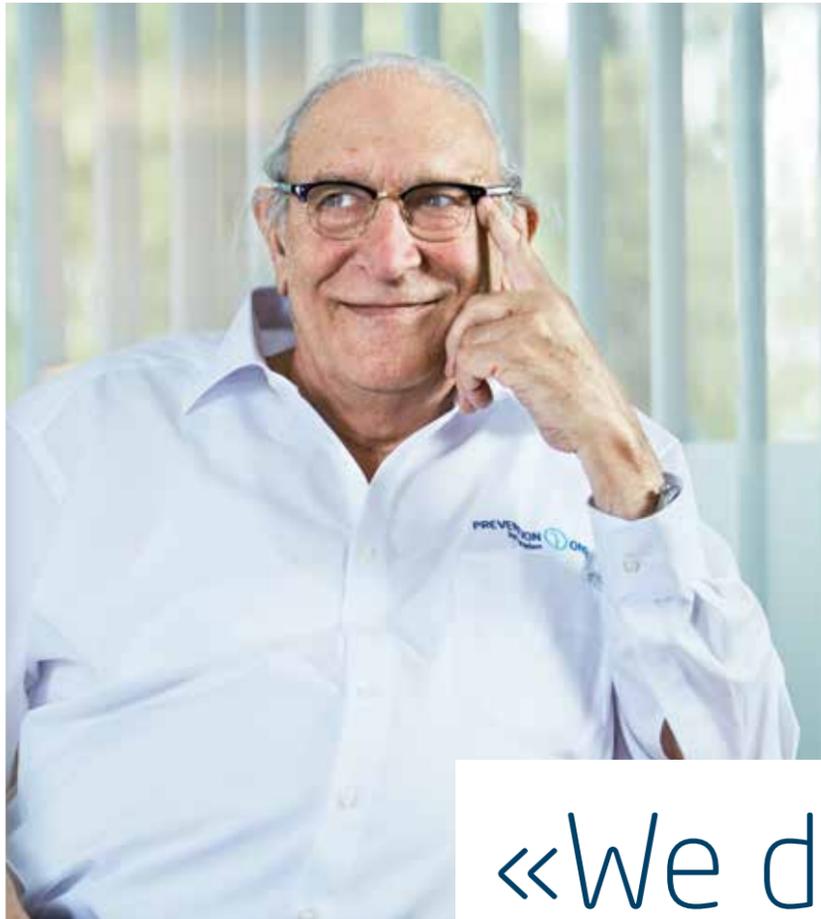
Touching people by creating an emotional bond is quite intentional. Ana Stevanović is convinced that the right blend of shock and repetition is the key to success. Speaking of shock: bleeding gums after a prophylaxis session always have the desired effect – «healthy gums don't bleed,» says Ana Stevanović dryly, looking stern for once.

«It's a straightforward principle: we apply our expertise daily for ourselves and then for our patients,» says Ana Stevanović. «For you, for instance.» A friendly nudge on the arm accompanies her words, uttered with a smile.

**A pioneer from Prague**

CURADEN relies in all its endeavours on the basic principles developed by Jiri Sedelmayer. The dentist, who lives and teaches in his hometown of Prague, developed the iTOP philosophy and the Touch to Teach (T2T) method and has devoted himself to prophylaxis education and training. He is the father of the fundamental tenet behind iTOP, which stands for Individually Trained Oral Prophylaxis. This systematic approach achieves good oral and dental health through hands-on training (Touch to Teach) paired with selected tools and techniques. The iTOP philosophy is recognized, the method is effective, and makes dental professionals into better coaches for their patients.





«We don't do things in halves.»

Entrepreneur Ueli Breitschmid represents the second generation at the helm of CURADEN. We asked him six questions about what drives him and what his goals are.

> **THE SPIRIT: Ueli Breitschmid, what does your company, Curaden, do particularly well in?**

Ueli Breitschmid: CURADEN is one of the most dynamic and innovative companies in the field of high-quality oral healthcare in the world. We are proud of the fact that our customers are our fans in the truest sense of the word – from dental professionals to end consumers. Our products and services have earned that degree of trust in the marketplace.

> **How did your products become so popular?**

It was and is related to the challenging environment. In a nutshell: it is demanding dentists, dental technicians and dental hygienists who constantly inspire us to deliver even better products and services. Our Swiss origin and the excellent reputation which Swiss dentistry enjoys worldwide have certainly helped a lot, too.

> **Do you believe that successful dental practices and laboratories will need first-rate service partners such CURADEN in the future?**

Definitely, and more than ever before. In my opinion, doing things cheaply, or in half measures, is simply not an option when it comes to quality, sustainability, reliability, and competency. Especially if, for instance, a dental practice uses state-of-the-art technology. The Swiss dental business will remain a demanding environment in which we can learn and discover what dental professionals are looking for, need and want, and how they think and feel. This has brought our success to our company its launch in 1954 by my father Hans – a dental technician himself. And I am absolutely convinced this attitude will continue to ensure our success in the future.

> **What do customers desire today?**

The real and effective solution is often not a product, device or software, but a combination of advice and transfer of competence. What used to be included as a matter of course with a device, product or software – namely advice, instruction and training – is now more expensive than the product itself, not included in the price and often no longer available. That's tragic. Our approach is a different one.

> **Your father would have turned 100 years old this year. What insights has the company founder passed on to you?**

The Breitschmid family – in particular my father Hans – and the CURADEN company have always been synonymous to customer-friendly solutions. Between 1968 and 1976, my father counted over 2,000 course participants in his training laboratory. This is where his customers came to learn time-saving and quality-enhancing procedures in prosthetics, model casting, VMK, orthodontics or deep-drawing technology from distinguished experts. While my father took care of the dental technology side, my focus was on innovation in the consulting room and in the area of ergonomics and rational working methods. This is a customer- and – as I see it – practice-oriented approach that we are consistently pursuing with our dental depot and related services.

> **To what degree is good oral health important for our general state of health?**

It is basically down to each and every one of us to ensure that we enjoy good oral health, because this is important for our overall state of health. First and foremost, periodontal diseases are problematic – not only to oral health. They can also burden the rest of the body, and ultimately our overall health. Prevention is key: Practising good oral hygiene enables us to contribute to better overall health. And from this we can draw the conclusion that our mouth is the gateway to our health, and that a professionally instructed and trained oral hygiene regimen using the appropriate tools is absolutely essential.

AN ALL-IN-ONE TOOTHPASTE.  
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whitening

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