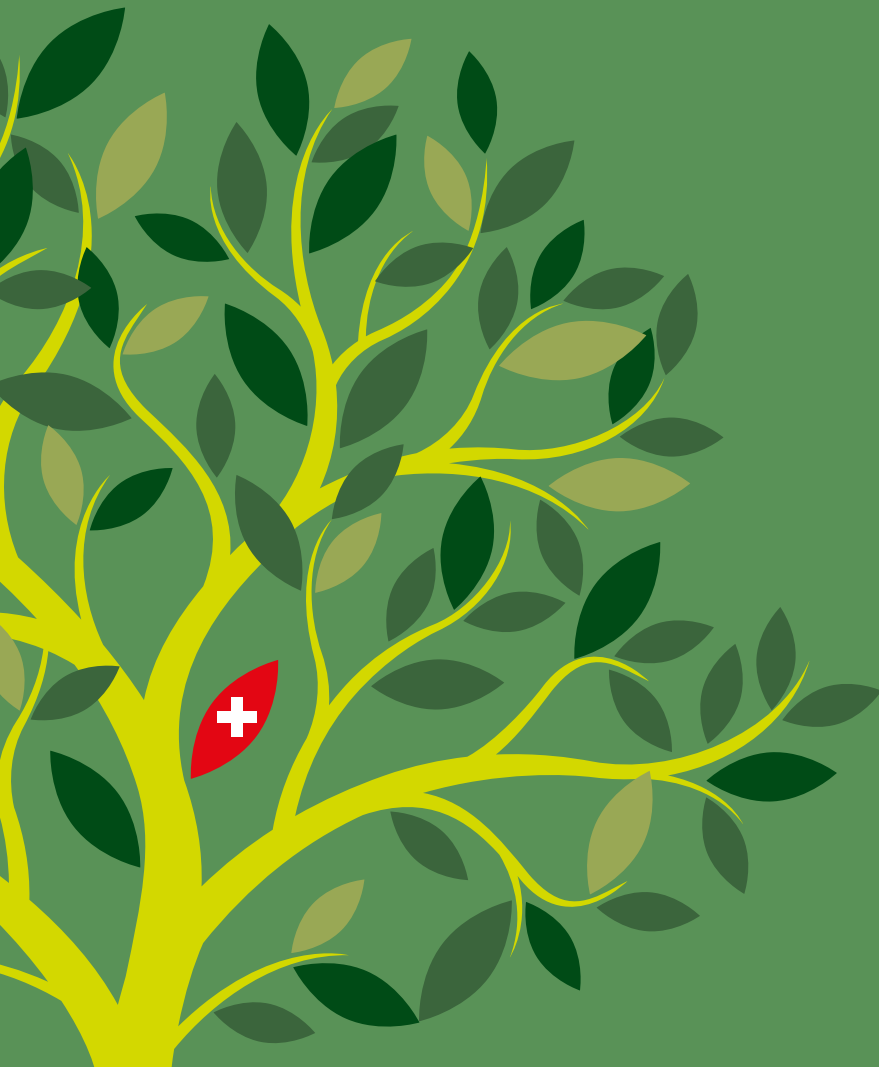


Sustainability Report 2022





Commitment in the third generation

Our company is moving forward.
In every respect, including sustainability.
Let our second sustainability report convince you.

Our aim is to contribute towards the goals of ensuring a dignified life worldwide while at the same time preserving life's natural resources in the long term. This encompasses economic, environmental and social aspects. As a family business, our commitment to these goals is already in its third generation.

From the outset, we have been driven by a passion to innovate in multiple sectors. Be it products, packaging or the manufacturing processes – we work wherever possible with a long-term focus and benefit from strong mutual partnerships. And we do so in a way that does not create losers. We do not wish to and must not live at the expense of others or future generations.

Based on this conviction, we are also committed to achieving a breakthrough in correct and effective prevention. We believe that it is better to conserve than to repair. Our global training programme, which educates dental professionals in prevention, was born of this belief. We focus first and foremost on students, thus acting sustainably in the truest sense of the word. In doing so, we always forge our own path. Our networks also allow us to involve in projects people who have been forgotten or disenfranchised yet are often able to make valuable contributions. We are growing together.

Read on to discover how Curaden, already in its third generation, approaches sustainability.

Ueli Breitschmid,
CEO and Owner

Christine Breitschmid,
Managing Director

Better health for you

The **GOLDEN CIRCLE** by Simon Sinek creates clarity and certainty about "who we are" and "what we stand for". It reflects our priorities and our strategic direction. The **GOLDEN CIRCLE** communicates from the inside out, starting with: **WHY** do we exist, why do we do what we do – so it asks about purpose. From here it moves on to the **HOW**, stating how we want to fulfil our purpose and what processes we are putting in place. And so we get to the **WHAT**. What do we want to offer, produce and deliver?

Sustainable decision-making and action is anchored in our vision: "Better health for you." We live this guiding principle responsibly in economically, environmentally and socially relevant topics.

It can be seen in our **WHY**, which drives us, gives us the direction we want:

We are building a healthier and happier society by revolutionising oral self-care.

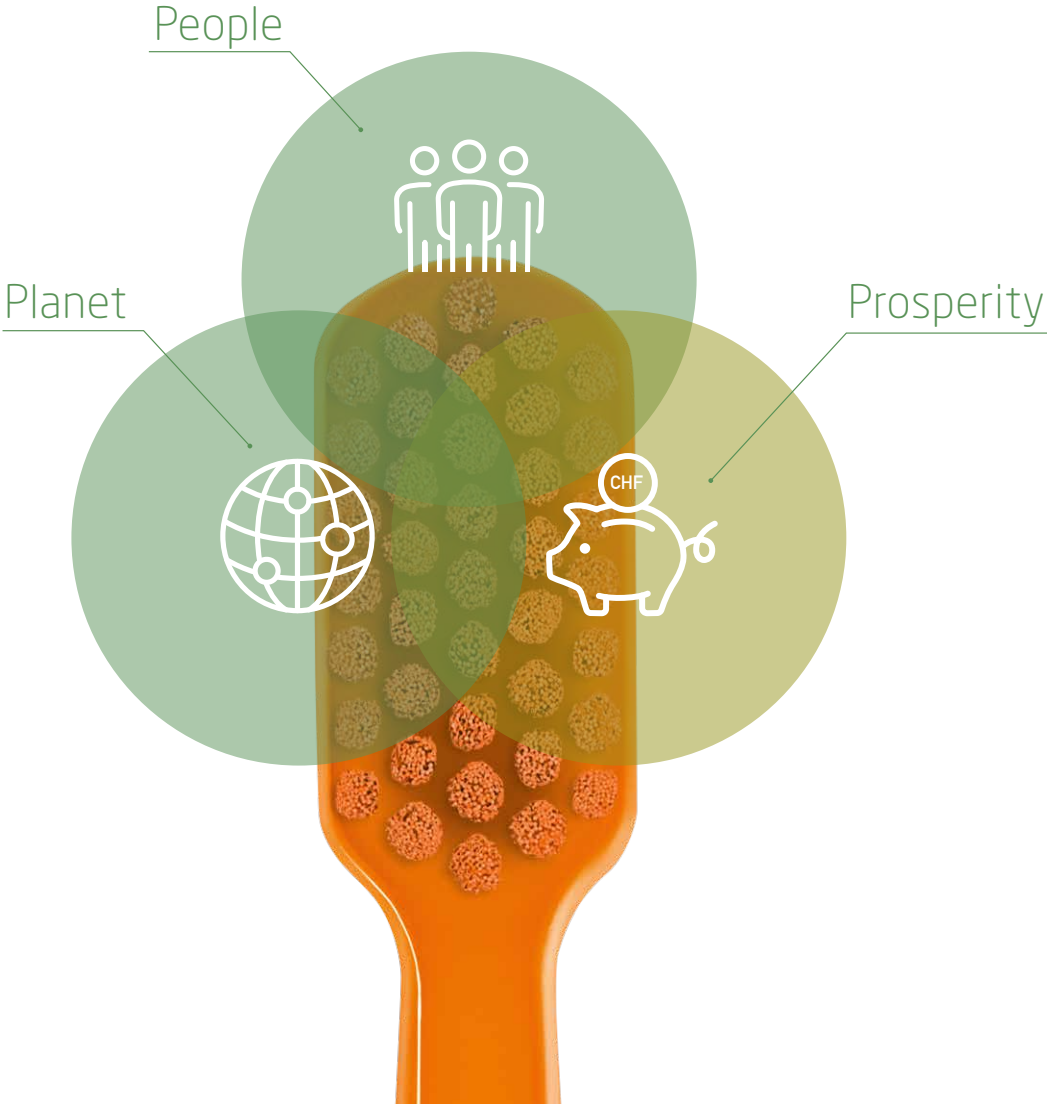
The **HOW** stands for our mission, which is also dedicated to sustainability:

- We live and endorse a joyful approach to different oral self-care habits thus persuading increasingly more people of our passion.
- We lead communications in the conviction that our approach to oral care is key to a better quality of life.
- We promote a prevention-driven and evidence-based approach to health that starts with the mouth.
- We actively engage and empower our employees, dental and health professionals and consumers in mind blowing ways.
- We ensure that all our educational measures, claims and products are attractive, effective and joyful.
- We continuously enforce world-wide comprehensive interdisciplinary collaboration with relevant stakeholders.



Balance between three performances

The triple bottom line is a business concept. It states that companies should commit to measuring their social and environmental impact alongside their financial performance. Making profits is important yet Curaden does not want to focus exclusively on this.



Growth – the intelligent way

Economic sustainability demands good business management. Even sustainable companies must make enough profits to be able to invest, for example, in modern machinery, new employees and further training. Curaden has set itself the goal of becoming five times larger within five years. However, profit maximisation is by no means the only goal. Curaden as a company pursues long-term strategies. Fair trade is also part of this. In addition, economically sustainable companies can pursue new goals, such as improving the quality of life or promoting environmental protection projects.

More on this starting on page 8



Social performance: People at the centre

Social sustainability puts people at the centre: human dignity and the free development of personality must not be denied to anyone. Positively formulated, the "social benefits" pillar calls for fair pay, the implementation of employee interests as well as the opportunity for education and training and free professional development. For Curaden, this benefit also includes all activities that change social behaviour in such a way that prevention becomes more important in health efforts.

More on this from page 10



Ecological performance: Protection of the environment

Environmental sustainability calls for the protection of the environment and its natural resources. Companies and states should work for a conscious use of water, energy and finite raw materials. This also means that emissions must be low enough so that they do not cause any damage. From Curaden's point of view, this pillar stands for the careful use of natural resources and for research and development activities that are always aimed at achieving the best possible quality in products and services. In the optimal case, these two orientations balance each other out.

More on this from page 20

Growth – the intelligent way

The global market for oral hygiene and health products and services is seeing steady year-on-year growth. Demand for goods and services is high. Curaden, however, is growing at an above-average rate, with its corporate credo serving as the driving force behind all its activities.

The Swiss-owned company of the Breitschmid family has ambitious plans for the coming years: it aims to achieve a growth rate that is significantly above the average in the global market for oral hygiene and health products and services. How can this be achieved? This type of growth plan typically involves setting specific goals and targets, such as increasing revenue or expanding the customer base, and implementing strategies and tactics to achieve these goals. The specific strategies and tactics used to achieve a growth plan will depend on the nature of the company and the industry it operates in. Some common strategies may include:

- Expanding into new markets or geographic regions
- Launching new products or services
- Increasing marketing and sales efforts
- Partnering with other companies and organisations
- Investing in technology or infrastructure to improve efficiency and productivity
- Hiring and training additional staff to support growth

Clear vision and mission

To effectively implement a growth plan, a company will typically need to have a clear vision and mission, a well-defined target market and a solid financial foundation. It will also need to be able to adapt and respond to changes in the market and the competitive environment.

Curaden offers all of this in exemplary fashion. The preparations for the journey on an extraordinary growth-based path are complete. The clear vision (the "why" of the company) and the equally precise mission (the "how") show why Curaden does what it does before all else and where the company's journey is headed (see also "Our attitude" on page 4).

Sustaining relationships

The previous year's expectations of accelerating growth have been dampened in many places by global crises and difficult situations. Not so at Curaden. In 2022 in particular, it paid off that the company can count on existing, long-standing partnerships with corresponding reciprocal experiences. The strong network of relationships with suppliers, country representatives and the respective stakeholders (mostly dental professionals), which has been built consistently at trade fairs over the past decades, has proved invaluable. As a result, the supply chain problems facing the global economy have affected Curaden much less. We will continue our forward-oriented and sustainable activities, especially involving partnerships with other companies or organisations and in sales and marketing, on our growth trajectory and continue to strengthen Switzerland-based production.

Anchoring prevention

The foundation of growth will be laid if we succeed in even better communicating this content in the years ahead – the "why" and the "how" – both within the company and on the outside to stakeholders, dental professionals and consumers, as well as anchoring them firmly in people's minds. This commitment is essential, especially with regard to our sustainability considerations. Curaden involves stakeholders, such as employees, customers and community members, in the development of its sustainability strategy. This helps to ensure that the company's growth targets are aligned with the values and priorities of these stakeholders.

This is an ambitious project. However, the findings obtained in 2022, including those from the defined target markets, already allow us to conclude that the company is on the right track and headed for success.

Launching new products

We will continue to support dental professionals with new products that help them to improve the oral health of their patients. This key goal is based on a clear precondition on our part: our products must always be effective, well-accepted, attractive and non-traumatising. They are always developed in collaboration with dental professionals, academic institutions or researchers who are particularly familiar with the requirements and the skills that still need to be acquired. This ensures that Curaden develops along existing needs, i.e. is committed to sustainability and providing solutions to real challenges.

Curaden is currently busy developing new offerings, especially in the area of chemical-cosmetic products. These include an aligner foam that mineralises the teeth even during treatment with aligners and an antibacterial mouthwash based on a microbiome-friendly formulation.



Social performance: People at the center

Collaborations with universities

In recent years, Curaden has been investing heavily in collaborations with universities. So far, we have almost 40 universities in our network that are working with Curaden to improve the hands-on preventive education of dental students. We are proud to have French, Spanish, Australian and many other universities taking part in the initiative. An important part of this initiative is "University Forum - Iberia Edition" an event held on 4-5 November 2022 in Barcelona, Spain. The event named "One Patient - One Strategy" was one of the unique gatherings of university deans and professors from around Spain and Portugal. Several professors and deans were given a platform to speak on prevention and sustainability, among them Prof Mário Rui Araújo, Prof Isabel Martinez, Prof Denis Bourgeois and Curaden's Head of Education Ana Stevanovic.

Younger generations

We are on course: as mentioned in last year's report, we put a strong focus on the younger generations in 2022. The report says: "In 2022, we want to primarily reach out to young people. Raise awareness and make the daily tooth brushing routine more interesting. Laying the groundwork for good oral health at an early age influences society in the long term."

That is why we have chosen two different projects, focusing primarily on older children, teenagers and young adults, to demonstrate the benefits, importance and ease of good oral care. We are helping people help themselves.



Brush Hour programme for children

The pilot markets (Brazil, Switzerland, South Africa and Slovenia) continued with the project. Based on their feedback we started the "Brush hour" re-work process which is currently underway. Professor Mário Rui Araújo from Portugal is planning an Educational Research Project to publish an article about the Brush Hour strategy. The plans for 2023 are to complete the process (on which we are collaborating with children's book illustrator Gila von Meissner) and then launch the game in Portugal (Brush Hour could potentially become an official element of the Portuguese Oral Health Promotion Program), the UAE and other interested markets. In 2023, the Brush Hour game will reach 100,000 children.



Artist in residence

The talented singer and songwriter DANA is both our first artist in residence and an important figurehead when it comes to the importance of oral care. DANA has even designed her own Special Edition - a twin pack of turquoise CS 5460 toothbrushes, which she sells as merchandise while on tour. By purchasing a DANA Edition, fans are not only supporting their own oral health but also DANA's career. It's a typical win-win-

situation, we are delighted to note. Especially since DANA has completed an iTOP course and is able to instruct and educate her fans independently. We also raffled off concert tickets, toothbrushes and DANA's album. This serves as a constant reminder for music lovers while demonstrating that brushing teeth as a daily, natural and enjoyable ritual.



The Curaprox Roadshow

First, a colourful and striking van with an enormous blue-yellow toothbrush on its roof. Second, numerous samples of toothbrushes, interdental brushes and toothpastes. Third, several events (e. g. Swiss City Marathon, Migros Hiking Sounds, Yuh Beachmasters, Football Hall Masters) and shopping malls (e. g. Pilatusmarkt, Zugerland) throughout Switzerland. What we have done and are still doing: equipped with vendor trays, oversized sets of teeth, and a wheel of fortune, we teach children, their parents and young people

in general how to brush properly and distribute free samples. We talk openly about oral hygiene and (general) health, raise awareness among our visitors, guide them on how to brush their teeth, gums and interdental spaces properly and give away products according to individual needs. It's about contact quality, not just quantity. Everyone gets a toothbrush, a "Be you" toothpaste and – as the situation requires – also a set of interdental brushes.

It is our declared goal to spread knowledge and reassurance – especially among young people – that everyone can have a healthy mouth for life. Taking care of one's oral health doesn't have to be boring or old-fashioned. In fact, it can be fun, easy and entertaining – and at best even have a positive influence on others.



Avola Foundation – transforming health

The assumption that the battle for oral health is won is wrong. In reality, it has not even begun. Under the slogan "Supporting society for health and humanity", the Avola Foundation aims to create a healthy society through education, new oral health guidelines and entering into dialogue with policymakers.

Putting oral health on the political agenda: Oral health care remains largely remedial in nature. Shifting budget and policy towards a prevention-oriented system would translate into better quality of life for everyone, and a return on investment from an economic perspective. As such, the Avola Foundation strives for a health system where oral health prevention is incorporated as an integral part of public health policy.

Formulating guidelines: Even though the WHO has finally included periodontal disease among other non-communicable diseases, clear preventative guidelines remain limited. The Avola Foundation will formulate guidelines to prevent and treat periodontal disease. In addition, it will raise awareness to put periodontal disease on a par with other non-communicable diseases and improve interdisciplinary collaboration.

Fostering health literacy: Lasting change also happens at the individual level. Social inequality is directly reflected in oral health status, so our goal is to educate and empower patients and communities towards optimal oral health habits. This includes self-sufficient oral prophylaxis, healthy nutrition and managing other non-communicable diseases in conjunction with oral health.

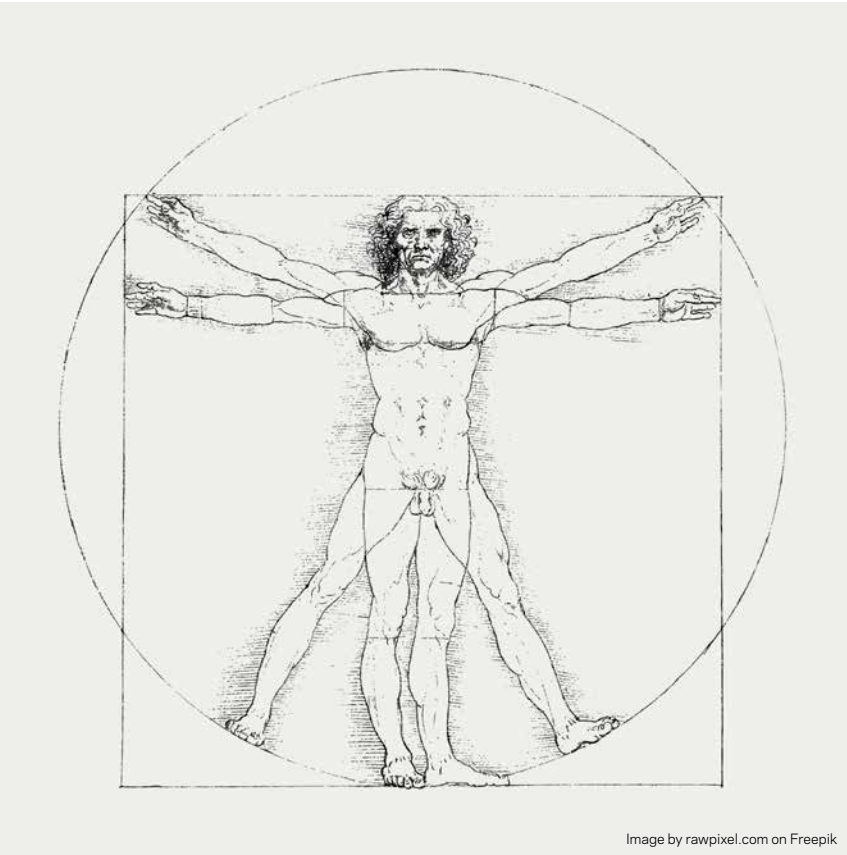


Image by rawpixel.com on Freepik

SWITZERLAND

Climate-friendly, fair use of water as a resource

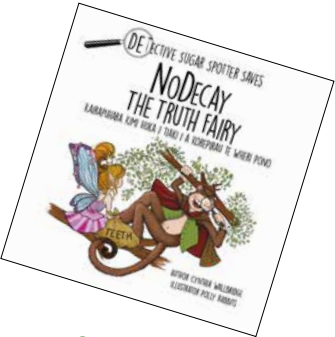
In summer 2022, we entered into a partnership with WASSER FÜR WASSER (WfW). The association WfW is a Lucerne-based non-profit organisation which supports ecological water consumption in Switzerland as well as safe access to water, sanitation and vocational training in the South African countries of Zambia and Mozambique. We support this NGO with the Blue Edition. During 2022, we donated CHF 10 to the WfW AQUADEMIA Education Programme for every Blue Edition sold. The Blue Edition includes six ultra-soft CS 5460 toothbrushes in different wonderful water-blue shades. The Blue Edition comes in a limited edition of 1000.

The WfW AQUADEMIA programme raises awareness of water issues among students in the first and second class of secondary school throughout Switzerland. We are pleased to support this programme and drive sales of the Blue Edition' via newsletter to pharmacies, chemists and customers as well as via social media (Facebook and Instagram). The association has supported this endeavour by providing us with appropriate information material.



NEW ZEALAND

Cynthia Wallbridge Book



What do a Ghanaian Tree Monkey and rotten teeth have in common? The answer is Detective Sugar Spotter, changing the decay prevention paradigm in New Zealand.

In 2013 I was shocked to discover that up to 72% of 5-year-old children entering primary school already had tooth decay. Toothache is one of the worst pains a person can have and affects a child in so many ways. Clearly the existing prevention strategies were losing ground. This was in an area of water fluoridation and fluoride in all major toothpastes, but the tide of high sugar drinks, snacks and food had swept in and was devastating the next generation's teeth.

How could we combat this was the million-dollar question. We had prevention programmes for children running in New Zealand which were not making much impact and therefore being withdrawn.

30 years of experience as a Dental Therapist and Hygienist plus the joy of raising our two children in a sugar-loving extended family had educated me the hard way. First, we had to enlighten the parents. After all, it is the parents who put the sugar into the mouths of the

children. So, our target was to develop a Fun Informative Dental Prevention Programme for parents and children together. We formed the Family Teeth Matters Charitable Trust. We started taking the programme to early childhood centres and primary schools. We were able to reach 1043 Parents, 10,001 children and 953 teachers.



We then wrote two dental children's books. Detective Sugar Spotter was born. Using a mischievous monkey, these books were designed for parents to read to their children as a story, however it was really the parents who were learning that sugar is the primary reason children develop dental decay.

Now we have 8,900 children getting teeth out under general anaes-

thetic in our hospitals per year and another 3,700 on the waiting list. Tooth problems are the main reasons for children's admissions into our hospitals. Yet finally the tide is starting to turn, as Covid-19 has taught us that we can't treat our way out of this problem.

I was awarded a Queen's medal this year for dental services and education. This award of a Member of New Zealand Order of Merit has opened up new preventive opportunities for Family Teeth Matters.

Now we are bringing our free programme to children's wards in hospitals, to refugees and new migrants to New Zealand, and into Maraes (community centres) of our indigenous Māori people. All these areas are targeted to parents and children together. We have a dedicated team of volunteers which has been wonderful and sponsors who enable our materials to be distributed.

Our programme continues to grow. Our aim is to reduce dental decay for our children. We know dental decay is preventable: each child, each family at a time.

Written by Cynthia Wallbridge

NICARAGUA

Teddy Little: Theodora Little Project

Nicaragua is home to nearly seven million people. Around 30% live below the poverty line with over half of the population living in rural communities. Due to a lack of access and resources to seek clinical healthcare, many families are living with serious and untreated illnesses, with oral health disease prominent in the mouths of children and adults. School attendance is not possible for many children, so education is at an all-time low and one of the simple and readily accessible pleasures in life is sugar. As a result, dental caries is serious problem, as sugar is added to everything that is consumed, and many children are suffering as the disease spreads rapidly and widely.

In 2021, Theodora Little travelled to Nicaragua for a four-week volunteer trip to bring oral health prevention to rural communities. The state of the people she met and the warm relationship with the support she needed encouraged her to continue the trip, which was completed after six months.

Curaden AG and Curaprox UK kindly donated the Curaprox 5460 toothbrushes that Theodora handed out to many of the people in the course of her prevention education project. Nine communities were visited and prevention education was delivered mainly to children and their mothers. The project is ongoing to provide as much prevention education as possible.



SLOVAKIA

Diversity and inclusion at Smile Shops

The purpose of our business is to spread knowledge, education and support prevention. At Curaden Slovakia, we believe that our impact has to be even more significant. The higher purpose of our business is to create a positive impact on society that should be balanced with financial gain.

In Slovakia we run 18 Smile Shops. Four years ago, we were asked by the biggest job portal in Slovakia to take part in their project called "Aid with your Heart" in order to give disabled people a chance to find a job suited to their needs. A survey was conducted in 2018 and 2020 which showed that only 15% of employees in the nation's companies had experience of working alongside disabled colleagues.

Who are our special colleagues? We currently employ 10 special colleagues at our Smile Shops. We have a team of people with autism, Down syndrome and mild mental impairments.

Everyone is unique, special and appreciative. So far it has been a perfect match with the local Smile Shop teams.



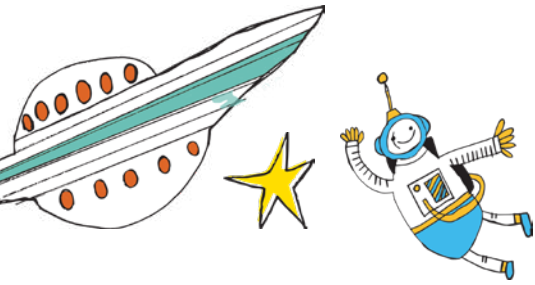
Colleagues with autism are very good with figures. They prefer to count stock; they know our products by their number rather than their name. They love serving customers and are generally very communicative. They are very happy to have the opportunity to work in a team.

Colleagues with Down syndrome are sweet, touching, like to hug, are very appreciative and have an abundance of positive energy, smiles and love. They love to talk to people and enjoy our recycling project – they detach all the toothbrush heads from the handles.

Colleagues with mental impairments are unique and their approach very much depends on their diagnosis. We approach them individually; we work in close cooperation with their parents in order to make their work experience enjoyable.

They all require assistance from our colleagues. As they cannot handle money or computers, they are paired up with another member of staff. The onboarding process is very precise and structured. It consists of special training with a psychologist, a meeting with the parents and an adjustment period. It depends very much on the individual needs. In summary – we currently employ 10 special colleagues. They work two hours a day, twice a week. We pay them nine euros per hour, which in sum means nothing compared to what they give to us.

This is a priceless experience for everyone involved. The gains are multiple: empathy and sensitivity, new friendships, determination. It gives all our handicapped team members value and a sense of self-worth. Their parents also benefit from some free time.



SLOVAKIA

Hento Toto: creativity for everyone

Creative design is not just the domain of professional designers. The members of the inclusive employment programme Hento Toto prove that anyone can and should have the opportunity to be creative.

Hento Toto is an inclusive employment programme for people with intellectual disabilities in Slovakia. It was established in 2006 as a project within the non-profit organisation 'Bol raz jeden človek' and is gradually becoming a sustainable social entrepreneurship.

Creative expression is an integral part of the programme. Hento Toto runs a special creative studio that works on various products such as postcards or bags. "Arts have been part of our activities from the beginning, but we started to realise the value our members' drawings could have for others. We wanted to show their creations to others and spread positive and inclusive thoughts," a Hento Toto team member explains. In the summer of 2022, they designed the Hento Toto Edition of Curaprox toothbrushes. A dream collaboration has become reality: Hento Toto was contacted directly by Curaden after they competed in the Curaprox

Design Challenge on Jovoto. "As designers, creating something nice with Curaprox was one of our dreams, not only because of their great products but also for their values," says one Hento Toto team member.

Their inspiration to encourage unlimited fantasy is obvious when looking at the design of the Hento Toto Edition of Curaprox toothbrushes. A Hento Toto designer explains: "We came up with joyful, crazy, cute and nonsensical drawings to express fantasy without limitations. The dots on the bristles are designed into question and exclamation marks, as symbols for asking ourselves the question 'why?' about a possible new adventure, and give 'Why not!' as an answer." The main goal of all Hento Toto's design is to make people smile.

In future, the entire team wants to keep creating their own products – and go a little bit further from just the badges and postcards. "We would love to make home decor, not only for kids, but for anybody who is brave and playful enough."



Ecological performance: Protection of the environment



Vegan dental floss with castor oil (DF 850)

We have launched a new type of dental floss. This floss is targeted at customers who want a more natural-based and environmentally friendly product.

Furthermore:

- Plastic packaging has been eliminated; the cardboard used is 100% recyclable.
- The floss is made of 100% bio-based material (castor oil).
- We use vegan natural wax (Carnauba wax).
- It comes in a natural mint aroma.



Toothbrush waste

Waste from toothbrush production is collected and delivered to another company next door. This company then uses the plastic waste to produce various other products, such as power sockets.



rPET (recycled PET) share in packaging

The goal for 2022 was to evaluate our packaging to ensure stability and premium quality. In the second half of the year, we started the production of such packaging. Curaplast has been using rPET blisters for the 8x Prime refills since April 2022. The rPET content is 40%.

The blister weighs 5 g / rPET share 2 g. With a current annual volume of 1.7 million packs, this means that 3,400 kg of new plastic material can be saved.



Interdental

During the production process of interdental brushes IDT at our production site Curaplast in Switzerland, residual sprues accumulate when injecting the plastic wings.

100% of this residue is then used to produce the large 2:1 demo brushes (CS 5460, Single and UHS 409).

With 5,500 pieces per year in total, this means that demand for an entire year can be produced with the remaining material.

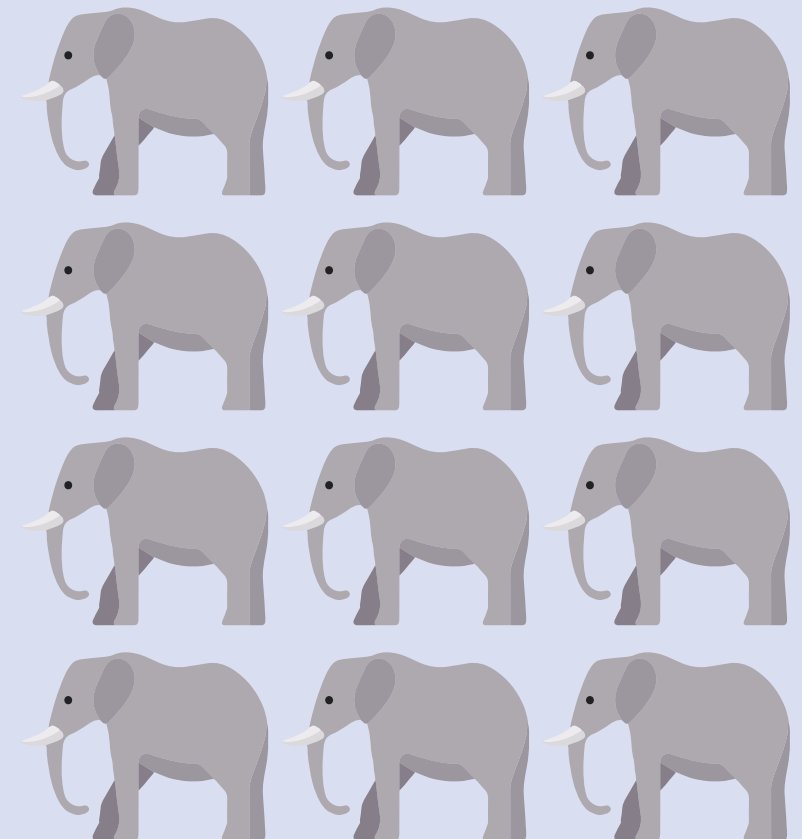
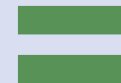
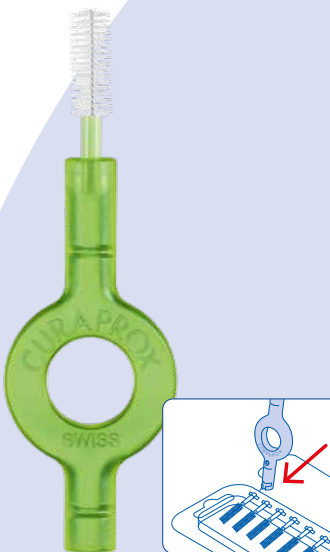
Perio and Prime Refill

There is a punched hole in the packaging to hang it up at the POS. Since we have cardboard packaging around the blister, which also has a hole, this is not needed for the actual blister. So we need less plastic when making the new blister compared to the old one. These are small savings in waste, but even small steps help us reach our target. With the Prime Refill, we save around 2% without a punched hole and with the Perio Refill, we save around 3.5% of material per blister.



Click system

Thanks to the click system, every Curaprox interdental brush fits on every holder. It's very simple: click the old brush away, click the new one in and continue brushing. All our interdental brushes are available in refill packs. This is very practical and creates less waste. Thanks to our Click System, we saved **67,736 kilogrammes** of plastic in 2022. **This is roughly equivalent to the weight of 12 male elephants.**



Wooden toothbrush

Curaprox toothbrushes are a success story. In 2003, just 1.1 million Curaprox toothbrushes were sold. In 2021, sales of the Curaprox toothbrush cracked the 40 million mark. To this day, all Curaprox toothbrushes are made of plastic. This is because Curaden has very high demands on the quality of its products. It is much more difficult to achieve high quality standards with a wooden toothbrush than with a plastic one. For example, a wooden toothbrush absorbs moisture and releases it again. In recent years we have learned to understand and control these natural processes.

Dental hygiene tablets

Curaprox dental hygiene tablets are developed with sustainability in mind. The advantages compared to toothpastes are obvious: in the ease of application and the efficiency of the manufacturing process as well as in the packaging consistency.

Toothpastes are often overdosed during application. Specifically, this means that the bristle surface of the toothbrush determines the dosage of toothpaste. Dental hygiene tablets provide a uniform dosage. In other words, you only need one tablet

After 48 prototypes, we are now ready to produce a wooden toothbrush made of Swiss beech wood that not only meets but exceeds our expectations and demands. The international product launch is planned for Q3 2023.

For the Curaprox wooden toothbrush, we use Swiss beech wood from sustainable forest management, which is why we are permitted to use the FSC label on our packaging. The idea of potentially using Chinese bamboo was quickly discarded. In China there are no environmental guidelines for the cultivation of bamboo. This leads

to brush your teeth once. Compared to toothpaste, this reduces the amount of substances spat out and thus the pollution of the wastewater.

Compared to the production of toothpastes, the production of dental hygiene tablets does not cause energy- and time-consuming heating and cooling processes. No water is consumed in their production, and the consumption of water for cleaning the production equipment is much lower.

to monocultures, a reduction in biodiversity and a proliferation of pests. As a result, the use of pesticides and chemical fertilisers is steadily rising.

Production started in November 2022. First, the wooden handles are milled. Then the embossing is applied with a laser. In a further step, the handles are treated. After a drying phase, the bristle holes are drilled and the bristles inserted. Then the bristles are rounded off and a quality check is performed. Finally, the toothbrushes are packaged, ready to be used by happy customers.

Dental hygiene tablets have a much higher thermal stability than toothpastes. Thus, the tablets have a longer shelf life under more energy-efficient storage conditions than toothpastes.

Compared to toothpastes, the amount of plastic used in the packaging of Curaprox dental hygiene tablets can be either massively reduced or even eliminated entirely.

BRAZIL
CuraCycle project

The CuraCycle project is a sustainability initiative by Curaprox and the NGO "Amigo da Vez" (the Friend of the Moment), which has the support and partnership of dentists all over Brazil.



Professionals who dedicate their lives, time and love to bring health to their patients are now engaged in this project, with collection points for used toothbrushes, toothpaste packaging, interdental brushes and other plastic oral care tools and accessories – of any brand – properly disposing them in the Curaprox collection boxes. In doing so, they are practising responsible sustainability and also supporting the NGO Amigo da Vez, a non-profit organisation that seeks to bring socio-educational activities of oral hygiene guidance and dental care to the disadvantaged part of the Brazilian population that is often distant and difficult to access.



By bringing and discarding their used oral hygiene devices at collection points throughout Brazil, everyone can be part of this endeavour to improve and transform our environment. Some of the collected plastic material is transformed into works of art by artists and then auctioned to raise funds for Amigo da Vez. The discarded excess plastic can also be used for other types of large-scale recycling. Curaprox already has some collaborators and companies in this project (Geistlich, Bien Air, Sulzer, Neodent, Labordental, DMG and Mazurky) and is still looking for other companies that are interested in supporting the social project with a donation of 10,000 reais, which will go directly to the NGO Amigo da Vez. The donor company has its logo stamped on the collection boxes distributed during conventions, fairs and other events. We have already distributed almost 10,000 collecting boxes to dentists and dental clinics.

The Curaprox booth at all events also feature a panel with the logos of all CuraCycle supporting partners. The supporting companies can help underprivileged children and will also have their name associated with a sustainability action.

We are currently moving to the second phase of the CuraCycle project and are placing larger collection points at universities, shopping malls, schools and other well-frequented places. Find more information at the curacycle.com.br website.



CZECH REPUBLIC
Our environmental mission



Curaden Czech s.r.o. understands the gravity of the impact plastic waste has on the environment. We decided to cover our carbon footprint by measuring the emissions caused by our business activities (office, warehouse, kiosks, vehicles, sales and product distribution). We started tracking our own carbon footprint (monitoring the level of greenhouse gas emissions we produce) in 2018. We have become a part of the MONITORING / REDUCING CO2 Program and have also received the Monitoring CO2 and Helping Others mark. We offset our impact by funding projects to plant deciduous trees. In their lifetime, such trees absorb the

amount of carbon dioxide that we have produced through our economic activity.

In 2018, Curaden Czech's carbon emissions amounted to 99.46 tonnes of CO2e (only manual toothbrushes were included in the calculation on a pilot basis). In the autumn of 2019, we financed and supported a tree-planting offset project – 26 trees for a hundred-year-old tree alley in Rybníky in Central Bohemia.

In 2019, our carbon emissions amounted to 324.69 tonnes CO2e. In 2020, due to the Covid-19 pandemic, we only supported the tree planting scheme financially. However, we contri-

buted to three offset projects at once, with a total value of CZK 245,706 and thus neutralised 324,695.922 t of CO2e.

In 2021, our carbon emissions amounted to 363.26 tonnes CO2e. In 2022, we supported the planting of 188 trees in four offset projects with CZK 497,761 – therefore offsetting 363.37 t CO2e.

We have the size of our carbon footprint measured annually and financially support the planting of long-lived deciduous trees. By taking these steps, Curaden Czech s.r.o. is becoming carbon neutral.



SLOVAKIA
Toothbrush recycling project

Slovakia is a country where Curaprox has become a much-loved brand with a more than 50% share in the toothbrush segment. Even if a toothbrush is just a small piece of plastic, at the end of day it creates a significant amount plastic waste. If we multiply that by three million pieces we sell yearly, it becomes a sizeable amount. A toothbrush itself consists of two materials – a polypropylene handle and a brush head with bristles.

Our team decided to tackle the plastic waste from the toothbrushes brought to the local market. It took a great deal of effort, energy and determination to find the right strategy. The aim of the project was to transform the plastic waste into another product that is useful to society.



It is a fact that education is the most important product that we sell. Educating dental professionals, customers and employees. We sell a philosophy that is changing people's oral health habits every single day. Since education is a key to our success, we looked for an area where we could improve awareness and knowledge. And we found it. We came up with different coloured waste bins that would teach children in schools how to separate waste correctly, as this is an area where knowledge and the right habits are lacking.

A team of product designers produced a model of a waste bin, copying the shape of a toothbrush handle in three colours – yellow, blue and grey – representing different types of waste.

The main collection points are Smile Shops, dental practices and pharmacies. Used toothbrushes are regularly delivered to the warehouse. We detach the brush heads either in the warehouse or directly at the collection point. Why do we detach the brush head? To extract pure polypropylene from a handle. The collected toothbrush handles are then delivered to a factory that produces the waste bins. One waste bin is made out of 100 toothbrush handles. 50% polypropylene has to be added to achieve the right colour. Finally, the rubbish bins are sold or sent to schools for educational purposes.

Since 2017, we have collected six tons of used toothbrushes (almost 500,000 toothbrushes) our customers have returned to us. And we are carrying on. This project lets us show that we care about our planet, are cutting plastic waste and want to educate the public on how to deal with waste in general.

Outlook

Strengthening engagement with our global partners

Curaden is growing, but not at any price – and always in line with certain self-imposed rules. This is our credo. It requires a healthy foundation, close attention to numerous details and consistent commitment. We are on our journey, worldwide, striving to share experiences with our partners on all five continents, work closely together and learn from one another, but also venture with purpose in new directions with regard to production, distribution and organisation. To this end, we have set up an e-mail account – sustainability@curaden.ch – to maintain a vibrant exchange of ideas with our sales organisations around the world.

Solid and trusting relationships

Sustainability is not simply a trend for our company. In fact, it is nothing new. Sustainability is a cornerstone of our corporate identity. This includes high quality, durable products, an innovative spirit and fair, environmentally friendly and socially responsible production. In today's challenging market, concentrated strengths are of the essence. Therefore, meaningful cooperations are becoming increasingly important to promote one's own brand or present it in new environments. This involves solid and trusting relationships and cooperations with diverse external partners and suppliers. Our company cultivates long-term, sound relationships with them – a crucial precondition for doing business sustainably.



curaden
+ better health for you

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