

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.

