Martina Hingis wins with CURAPROX

By Curaden

Martina Hingis is on everybody’s lips—as CURAPROX’s global ambassador. The Swiss tennis player has been brand ambassador since the beginning of 2016 and embodies those things that have been important to CURAPROX since the brand’s development in 1972: health and success, quality and “Swissness”, lifestyle and a contemporary media presence.

Hingis stands for a new quality standard for oral health in that she uses the CURAPROX Super-duo: the CS 5460 toothbrush and matching interdental brushes. Hingis has this to say: “I always strive to be the best, and not just on the tennis court. I rely on CURAPROX products to provide the best dental quality. That’s how you make brushing your teeth fun!”

In 1997, Hingis became the world No. 1 women’s tennis player, the youngest ever at just 17. Her achievements include a silver medal in the 2016 Summer Olympics in Rio de Janeiro in Brazil and 22 Grand Slam titles. According to Ueli Breitschmid, owner and CEO of Curaden: “Martina Hingis is our perfect match—she is a great fit for our company, which is active in more than 60 countries, because she is a health-conscious and authentic ambassador known worldwide. Together, we want to be on everybody’s lips and continue with our success story of achieving better health for all.”

Hingis adds: “Overall health begins in the mouth so that is where success has to start. I can see that myself in professional tennis, it is very important that everything be right, mentally and physically—and that includes the mouth. We all know how much toothache can affect one. With a good taste and a clean mouth, one starts the day feeling wonderfully refreshed, and pleasant breath makes one feel more confident. This makes oral hygiene even more rewarding. It is simple: the right products make my life so much easier.”

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