FDI and Royal Philips sign global agreement to promote the importance of oral health

By Philips

GENEVA, Switzerland: The future of global oral care is set to change as the FDI and Royal Philips sign a global agreement to promote the importance of oral health.

“FDI and Royal Philips are committed to supporting the World Oral Health Day on March 20 to promote the importance of oral health and its impact on a person’s overall health,” said Dr. Patrick Hescot, president of FDI World Dental Federation.

For every FDI member national dental associations and dental school programs that take part in World Oral Health Day, the company will donate one toothbrush or alternative oral care product to people in need.

Humble Brush: Charitable and eco-friendly approach to global oral care

By Kristin Hübner, IDTI

STOCKHOLM, Sweden: Considering the more than two billion plastic toothbrushes that end up in landfills every year, wouldn’t anyone rather opt for an eco-friendly and sustainable alternative to the humble brush? A Swedish company has set out to help provide one.

It is an inspiring approach that can be complemented by the work of dental professionals and the dental community, said Abdayem, CEO of the company.

For Humble Brush sold, the company donates a toothbrush or alternative oral care to people in need. (Photograph: Humble Brush)

Humble Brush’s bamboo toothbrushes are available in adult and child sizes. For every Humble Brush sold, the company donates a toothbrush or alternative oral care to people in need. (Photograph: Humble Brush)