Jordan toothbrushes are designed for excellence

By Jordan

Over the years Jordan has received numerous awards for design excellence, also for their unique range of children’s toothbrushes, Step by Step.

Jordan is a Scandinavian brand of oral care products that are distributed globally. Depending on the region they can be found in food, drug or pharmacy outlets. The company was founded in 1837 and started production of toothbrushes already in 1927. Today Jordan is the market leader in toothbrushes and dental floss and sticks in the Scandinavian markets and has a strong presence in many markets worldwide, including the United Arab Emirates.

Jordan products are made with quality, safe materials and are designed for performance and comfort. Motivating usage is important to Jordan and encouraged in all their ergonomically designed products. Jordan has a range of products to suit different physical and aesthetic preferences of the global consumer.

Jordan’s Step by Step range of toothbrushes has been the best-selling children’s brush in Scandinavia, and many other markets, since the launch in 2006. GeriljaWorks designed the two toothbrushes for children aged 2 years and up. “For us the development of the brushes was a fun challenge. In addition to making dental hygiene enjoyable, it was especially important to maintain optimal user-friendliness for both parents and children,” says Markus Hoy-Petersen of GeriljaWorks.

The iconic shape of Step 1 has been an international breakthrough in children’s toothbrush design. It is designed for both parents and babies to hold and navigate around the mouth. “Playful design that really works is fundamental in our mission to create good brushing habits that will keep teeth clean and healthy for life”, says Michelle Wentworth (International Marketing Manager for Jordan). “We know that one in five five-year-olds, along with over half of all 12 year-olds, have cavities. While the authorities have put the spotlight on diet and sugar consumption among children, Jordan wishes to put good routines for dental care on the agenda. By introducing toothbrushes that are carefully adapted for each age group – both in terms of functionality and motivation - Jordan seeks to inspire children and their parents to improve their children’s dental health,” says Mrs Wentworth.

Jordan’s Step series is a range of toothbrushes specially developed to best meet the challenges of children from 0-6. Children undergo extreme changes both physically and emotionally and the different toothbrushes are designed to perform well and also to teach children important oral care habits along the way. For example Step 2 is designed for children aged 3-5 and encourages children to brush for 2 minutes with its built-in timer.

“Whitest”

Unique whitening pad is designed to gently polish your teeth

Whiter
Blue polishing bristles effectively remove daily stain build-up

White
Dupont quality bristles

Dental Tribune MEA

Dubai, UAE: Sirona in collaboration with Centre For Advanced Professional Practices organized the first of its kind, CEREC DESF Fest last September in Dubai. Dental Tribune MEA interviewed Dr. Amro Adel - Area Manager GCC & Pakistan, Country Manager Saudi Arabia for some feedback on the event and the plans for Sirona in 2015

Dental Tribune MEA: Dr. Amro, congratulations on yet another successful year. The highlight of the year must have been the CEREC Desert Fest. How do you reflect back on this unique event for Dentists & Dental Technicians?

Dr. Amro Adel: CEREC Desert Fest in Dubai was a dream project to work on together with the successful collaboration of CAPP. It took us 5 years to decide the concept and it proved its worth. It became a concept of bringing a variety of CEREC expertise from various parts in the world to Dubai to present their experience and share the knowledge of CAD/CAM & Digital Dentistry. Our target group were Dentists and Dental Technicians from the region and we invited current and future users to register. CAPP was our trusted partner due to our long lasting partnership in the area over the past decade. They have the right experience in bringing the latest education in dentistry to the end users. We have cooperated with CAPP since the 1st CAD/CAM & Digital Dentistry Int’l Conference 10 years ago in Dubai. The Desert Fest is the first step in the foundation of bringing a concept of CEREC events in the region on yearly basis. This year was the CEREC Desert Fest, in the years to come we will showcase the...