**NEWS**

**First European oral health summit**

**Takes place in Brussels**

In early September, the Platform for Better Oral Health in Europe, a forum that brings together European organisations for the promotion of oral health and the prevention of oral diseases, celebrated its first anniversary. At its first summit, participants of the event were presented with the “State of oral health in Europe” report commissioned by the organisation. In celebration of World Oral Health Day, over 140 European oral health experts attended the summit in Brussels, which was organised under the patronage of the Cyprus Presidency of the Council of the EU, supported by Karin Kadenbach and Dr Cristian Silviu Bușoi, who are members of the European Parliament and presented the report.

“The good news is that we have witnessed incredible progress in the last decades in the prevention of caries in children. The bad news is that having damaged, missing or filled teeth is still the norm rather than the exception in Europe, and oral diseases remain among the most important health burdens,” Kadenbach concluded.

According to the report, the EU currently spends almost €79 billion on health care and the figure is likely to rise to €93 billion by 2020. It also emphasises the challenges that demographic changes may pose to oral health. However, Kadenbach emphasised that there are also rising inequalities among member states in terms of access to oral care. In many EU member states, oral health care is not fully integrated into national or community health programmes, the report states. Therefore, Prof Kenneth Eaton, Chairman of the Platform for Better Oral Health in Europe, called for greater policy attention and action on the topic of oral health. The report recommends that EU decision-makers make a commitment to improving oral health by 2020 as part of EU policies.

**New logo**

**showing all-round quality**

To mark its 90th anniversary, Komet treats itself and its customers to a brand new Corporate Design. Introduced on 01 September 2012, our fresh and dynamic new Corporate Design captures the spirit of modern times while still representing the traditional Komet values of quality, innovation and tradition. Our new logo is impressive: The distinctive Komet lettering is now placed above the Komet spiral. These two symbols—standing for dynamics and innovative power—will ensure global brand recognition with our 100,000 customers worldwide.
New study reveals

Oral health’s growing price tag for Europe

Treatment costs for oral and dental conditions across Europe often exceed those of other major diseases, including cancer, heart disease, stroke, and dementia, according to a pan-European study released in September 2012. The State of Oral Health in Europe Report estimates current spending in dental treatment in the EU 27 to be close to €79 billion per year, a figure set to reach €93 billion by the year 2020 if adequate action is not taken now. The report reveals that oral health-related costs are still on the rise despite the fact that caries and their complications are highly preventable through a healthy, balanced diet and routine oral hygiene practices.

The study was commissioned by the Platform for Better Oral Health in Europe, a forum that brings together European organisations that work towards the promotion of oral health and the prevention of oral diseases in Europe. The report analysed data from 12 European countries (Austria, Cyprus, Denmark, France, Germany, Ireland, Italy, Lithuania, Poland, Romania, Spain and the United Kingdom). The report shows that—despite significant achievements in the prevention of cavities in Europe—much remains to be done in areas such as: promoting oral health awareness, tackling oral health inequalities and addressing common risk factors. Further indispensable tools in the fight for better oral health in Europe include the development of high-quality, comparable oral health data and better cost-effectiveness studies to assess the impact of prevention initiatives.

On the basis of the report findings, the Platform has developed a series of recommendations and calls on policymakers.

Presenting the results of the study at the first European Oral Health Summit, held 5 September, 2012, at the European Parliament in Brussels, Member of the European Parliament Ms Karin Kadenbach said, “In a time of austerity measures and growing pressure on health-care budgets, this report is a timely reminder that we have to tackle the persisting disparities in oral health across and within EU countries, with regards to socioeconomic status, age, gender, or indeed general health status.”

Speaking at the Summit, Professor Kenneth Eaton, Chairman of the Platform for Better Oral Health in Europe, called for more policy attention and action on the topic of oral health. “At the EU level, there is currently a lack of understanding about the integral role oral health plays in overall health and well-being,” he said. “On behalf of the Platform for Better Oral Health in Europe, I hope and believe we finally have the adequate tools and procedures in place to work effectively together and foster policy decisions which will benefit the oral health of everyone in Europe in the years to come.”

Source: www.oralhealthplatform.eu