

## **Press Kit, May 2014**

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## THE SWISS ORAL HEALTH PROFESSIONAL

Curaden International AG is a pioneer and expert in the field of oral health and individual dental prophylaxis.

Under the brand name Curaprox and together with dental professionals in teaching, research and practice, we develop tools that serve one purpose only: to keep teeth healthy for a lifetime.

Our cooperation with Swiss and international dentists, dental hygienists and university specialists has resulted in a wealth of knowledge on cleaning techniques and dental care – and on products that combine true benefits with real pleasure: without harming, effective and accepted.

Curaden International AG is a Swiss-owned company based in Kriens near Lucerne, Switzerland. All Curaprox products have been created and developed in Switzerland since 1972.

Curaprox products are available from dentists' and dental hygiene practices, pharmacies and drugstores as well as from our online shop at [www.curaprox.com](http://www.curaprox.com).

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## A WORD FROM THE CEO



Mind the gap! – Anyone who has used the London underground will be familiar with the warning: ‘Mind the gap’, warning passengers about the gap between the platform and train.

“Mind the gap” has now also become a Curaprox key message and here’s why.

There are three types of gaps that are a real danger to oral health:

- Anatomical gaps: the gap between tooth and gum (sulcus) as well as the gap between the teeth (interdental/approximal space)
- Then, there are the gaps in our knowledge on the causes of diseases such as gingivitis, periodontitis and peri-implantitis and the gaps on the actual consequences of these diseases and what they can lead to i.e. a heart attack, stroke and even impotence.
- Finally, there are the gaps in ability where prevention, motivation and care are concerned.

A large number of people brush their teeth diligently every day and some even three times a day, but caries, gingivitis and periodontitis often still occur. Anyone over the age of 50 most likely has a crown or one, two or even three implants and an increased risk of having a heart attack.

These gaps need filling and not just with any old filling material. They need the correct knowledge and the correct skills and this is where Curaprox can help, so we can all enjoy lifelong healthy gums, healthy teeth and healthy arteries.

This is why the message is: Mind the gap.

### **Yours truly**

Ueli Breitschmid  
Chairman, CEO  
CURADEN International AG

More:

[http://www.curaprox.com/index.php?page=inhalt&z=page\\_au\\_story3](http://www.curaprox.com/index.php?page=inhalt&z=page_au_story3)

20.05.2014 | 10:47

## More than 7,000 bristles: Curaprox has a really soft children's toothbrush

Kriens (ots) - **Manufactured in Switzerland, the new "CS smart" children's toothbrush from Swiss oral health brand Curaprox is a minor sensation: more than 7,000 ultrafine bristles are located on the little brush head. The CS smart will also appeal to adults who prefer a really soft brush.**



CS smart is the name of the new children's toothbrush that is immediately recognisable as a Curaprox toothbrush: it looks like the CS 5460 ultra soft, the successful toothbrush from the Swiss oral health brand.

How is it different? It's smaller and handier, but not just in length. The brush head is also substantially smaller. However, this brush head has an exceptionally large number of Curen® filaments, 7,600 to be precise – which is over 2,000 more than the CS 5460 ultra soft adult version with its 5,460 filaments.

### *The benefit*

This large number of filaments results in a very dense yet very soft cleaning surface. While the filaments in the adult version are already very fine with a diameter of 0.1 mm, the CS smart surpasses this with filaments of only 0.08 mm in diameter.

### *Adults, too*

The CS smart is also interesting to adults – and not just people with small mouths! Its small brush head permits very accurate brushing and, since its filaments are finer, they clean the sulcus even better.

CURAPROX CS smart: 7,600 Curen® filaments, 0.08 mm in diameter. Available in 18 colour combinations exclusively from dentists' and dental hygiene practices, in pharmacies and drugstores as well as from the Curaprox webshop. Made in Switzerland.

### **Pictures**

[bit.ly/1qUaFMu](http://bit.ly/1qUaFMu)

04.03.2014 | 08:45

## **Swiss toothpaste Enzycal now in three versions**

Kriens (ots) - Enzycal toothpaste from Swiss oral health experts Curaprox in Kriens is now available in three unique versions. These differ according to their fluoride content and level of mint oils. What they have in common on the other hand is the enzymatic system that supports the saliva's protective effect. None of the three toothpastes contains any sodium lauryl sulphate. Dispensing with this and using a milder formulation with fewer mint oils has a positive effect on irritations of the oral mucosa such as mouth ulcers. All Enzycal toothpastes are made in Switzerland.

### *All three contain the lactoperoxidase system*

Each Enzycal toothpaste has the lactoperoxidase system: the enzymes in this system boost saliva's antibacterial, anti-fungal and anti-viral effect.

### *Positive feedback on mouth ulcers*

All Enzycal toothpastes are gentle on the oral mucosa and protect against irritation since they are free of sodium lauryl sulphate SLS. This SLS-free formula is also the reason they help people who suffer from mouth ulcers to develop fewer.

### *Enzycal 1450*

Developed with a relatively moderate level of mint oils for those looking for a fresher taste. Enzycal 1450 also has a higher proportion of sodium fluoride: 1,450 ppm. Suitable from the age of 12. Double protection against caries thanks to sodium fluoride and lactoperoxidase system. RDA 60: moderate abrasiveness.

### *Enzycal 950*

Developed with a more subtle amount of mint oil offering a milder taste. Enzycal 950 also offers a slightly reduced proportion of sodium fluoride: 950 ppm. Suitable for children from the age of 6 and for the whole family. Double protection against caries thanks to sodium fluoride and lactoperoxidase system. RDA 30: very gentle on tooth enamel.

### *Enzycal Zero*

Uniquely developed to contain no fluoride and no mint oils: Enzycal Zero is suitable for skilled teeth cleaners and is perfect for use during homeopathic treatment. RDA 30: very gentle on tooth enamel.

## **Pictures**

[bit.ly/ShKsbm](http://bit.ly/ShKsbm)

## **Interview**

«Many people say they have fewer mouth ulcers»: Interview with Dr. Matthias Mütsch, sc. nat. ETH, developer of the Enzycal toothpastes

<http://www.curaprox.com/index.php?page=interview&i=29>

## **Article**

«Saliva, a natural healthcare provider»

<http://www.curaprox.com/index.php?page=thema&i=31>

## **Studies**

Curaprox Enzycal. Scientific Background:

[http://www.curaprox.com/index.php?page=inhalt&z=page\\_downloads](http://www.curaprox.com/index.php?page=inhalt&z=page_downloads)

21.01.2014 | 09:53

**Unchanged since 1979: Curaprox toothbrushes are now available in 36 colours**

Kriens (ots) – **Made in Switzerland: CS 5460 ultra soft toothbrushes feature an exceptionally high number of bristles, grouped to form a particularly dense cleaning surface. Since mid-January 2014, these brushes can be ordered in 36 different colours from the webshop of Swiss oral health specialist Curaprox.**



Introduced in 1979, it has had the Curaprox logo since 1995 and 5,460 bristles since 2006. Although this toothbrush is made in Switzerland, it is almost unknown in its country of manufacture. However, it is an outstanding success in the countries to which it is exported: sales figures in Brazil almost doubled in 2013 and this toothbrush has a market share of over 30% in Slovakia and the Czech Republic.

The claim that this toothbrush aims to fulfil is reflected in its name: CS stands for Curaprox Sensitive. The figure of 5460 refers to the number of bristles: there are, in fact, precisely 5,460 of them or about ten times more bristles than there are on a conventional toothbrush. And they are not made of nylon, but of CUREN® with a diameter of only 0.1 mm.

- A cleaning surface of 5,460 bristles ensures that cleaning is efficient.
- Gentle usage prevents injuries: the tooth enamel is not ground away and the gum is not injured.
- With a diameter of no more than 0.1 mm, the bristles can reach precisely where bacteria like to hide: along the gum line.
- The octagonal grip helps users to position the brush at a 45° angle: the bristles are easy to guide in the direction of the gum line.
- Available in pharmacies and drug stores as well as from the Curaprox webshop.

**Webshop:** [www.curaprox.com](http://www.curaprox.com)

**Pictures:** [www.maxwettach.com/transfer/CS\\_5460\\_ultra\\_soft.zip](http://www.maxwettach.com/transfer/CS_5460_ultra_soft.zip)

**Learn how to clean your teeth:** [www.itop-dental.com](http://www.itop-dental.com)

**Interview with Edith Maurer Bussink, dental hygienist:** [www.curaprox.com/index.php?page=interview&i=26](http://www.curaprox.com/index.php?page=interview&i=26)