

Martina Hingis named Curaden ambassador: “Cleaning your teeth is fun!”

Kriens, 12 February 2016 – Curaden AG has unveiled internationally successful Swiss tennis star Martina Hingis (35) as its global ambassador promoting a new level in oral healthcare. Hingis, who was once tennis’s youngest-ever number one, is currently the name on everyone’s lips – just like the care products made by the globally successful dental supplier with its Curaprox, Swiss Smile and Megasmile brands.

Lucerne-based Curaden AG has unveiled Martina Hingis as its new global ambassador. The Swiss tennis player embodies values that have been important to the dental supplier and its famous oral healthcare brand Curaprox since 1972: health and success, quality and “Swissness”, lifestyle and a high profile in modern media.

Successes

Starting her career in 1997, she became the youngest-ever tennis number one aged 17, a title she now holds in doubles. Today she can look back proudly on five Grand Slam wins in singles and over 20 in doubles. The staff at Curaden are equally proud of their own achievements as dental pioneers spreading the word about a new kind of oral healthcare. The “Curaden Academy” trains thousands of dentists and dental hygienists across the world. Cleaning your teeth has to be fun and prevention has to take the place of repairs.

Major appearances

Over the next three years, the 35-year-old Swiss will be making some major appearances in her role as global ambassador for Curaden and Curaprox at and alongside her sporting commitments as the current leading ladies doubles player, including teaming up with Roger Federer in a Swiss “dream pairing” at the Olympics in Rio de Janeiro in Brazil.

A dream pairing

Curaden’s comprehensive range of dental products includes a dream pairing of its own: the Curaprox CS 5460 ultra soft (with 5,460 bristles), the first of

its kind anywhere in the world, and the CPS prime interdental brush combine to guarantee a 100% healthy mouth. Martina Hingis and Curaden are also set to form a dream pairing in future, something the healthcare ambassador is excited about: "I always aim to achieve the best I can, be that on the tennis court or in my life in general. That's why I use Curaprox products, because they give me the best quality. Thanks to Curaden, I know how important healthy teeth are to my body's health and my success. Cleaning your teeth is fun!"

A perfect match

The partnership, which was instigated by Octagon, Martina Hingis's global marketing agency, and event and sports marketing company Rolf Huser Management, Hingis's agent in Switzerland, is being seen as ideal by everyone involved. Ueli Breitschmid, owner and CEO of Curaden AG, said: "Martina Hingis is our perfect match – she's the ideal fit for our company, which operates in over 60 countries. That's because she's a mature and credible ambassador who's famous the world over. She's an exceptionally talented sportswoman with a strong personality and great self-reliance who will help us spread the word about our modern kind of oral healthcare in the best possible way. Together, we want to be the names on everyone's lips in the future."

About Curaden

Curaden AG is a medium-sized, family-owned Swiss company that promotes oral hygiene, trains specialists and manufactures over 120 products under the Curaprox dental brand, which are sold in 60 countries. Its tooth hygiene products, which are developed and manufactured in partnership with expert researchers, teachers and practitioners, are gentle yet effective. Based in Kriens near Lucerne, Curaden AG employs some 300 staff across the world. It generated sales in excess of CHF 130 million in 2015 and manufactured over 28 million toothbrushes.

More information: www.curaden.ch / www.curaprox.com

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The new dream pairing in the dental industry, Martina Hingis and Ueli Breitschmid, owner and CEO of Swiss dental supplier Curaden: "Together, we're the names on everyone's lips."

curaden



Martina Hingis, showing that cleaning your teeth is not simply something you have to do every day, but is also fun: "Curaprox products give me the best quality."



Photos: Sabine Liewald / PD