

Colgate pledges to 'Keep India Smiling', with Oral Health Month 2015



Key Findings of the Survey

- 39%* of Indians face sensitivity related problems while eating or drinking something cold or warm
- 23%* suffer from tooth ache and cavity
- 17%* people suffer from gum related problems such as gum bleeding, gum swelling, pyorrhoea and gum recession
- 8%* suffer from teeth whitening related problems such as teeth yellowness, stains or tooth discoloration
- 4.4%* of the Indians suffer from bad breath, which includes 3.5%* in urban and 8.3%* in rural areas

Mumbai, October 09, 2015: Colgate-Palmolive (India) Limited, the market leader in Oral Care, announced the commencement of Oral Health Month in association with Indian Dental Association (IDA). Spanning October and November, Oral Health Month (OHM) is organized every year since 2004 with an objective to spread oral health and hygiene awareness throughout the country. This year, Oral Health Month is back to 'Keep India Smiling' through new and stronger initiatives with an aim of touching the lives of 6 million people across India, with participation of over 35,000 IDA dentists, thereby spreading wider smiles.

A recently conducted consumer research revealed that in India, people do not give as much importance to oral health as compared to other ailments and avoid dental check-ups. According to the research, around 47%** have never visited a dentist and 38%** have only visited a dentist whenever they faced severe dental problems.

Also, there is a higher frequency of dental problems among females and older members of the family in both rural and urban areas. Specific issues like Sensitivity, Pyorrhea are becoming more and more prevalent*. However, what people do not realize is that most of these problems are preventable if good oral hygiene practices are followed with regular visits to a dentist.

Oral Health Month also aims to make dental check-ups more accessible in order to prevent oral health problems like cavities and gum related issues before they become serious.

Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited said, "In India, unfortunately, people tend to give less importance to oral health, when compared to other health issues.

Colgate, as the responsible leader in Oral Care, is committed to create awareness amongst people on the importance of following good oral hygiene habits.

Through initiatives like Oral Health Month, we strive to impact the lives of people across the country in ways that matter, and continue to protect the beautiful smiles of this country. In our efforts to 'Keep India Smiling', this year, along with our trusted partner IDA, we aim to reach out to 6 million consumers across the country."

On the occasion, **Dr. Ashok Dhoble, Hon. Secretary General, Indian Dental Association** said, "We have continued to partner with Colgate for Oral Health Month year on year. In our country, majority of citizens suffer from critical dental problems due to low awareness on the importance of good practices. Through Oral Health Month, we wish to provide oral care education across the country with an aim to keep India smiling for a better future. It is very encouraging to see the increasing number of lives we are able to impact by way of this initiative. This year more than 35,000 dentists from Indian Dental Association have pledged their support to the campaign."

With this program, Colgate & IDA are conducting free in-clinic dental check-ups in more than 1000 cities. Mobile vans will be travelling to 46 cities and will visit schools, housing societies and under-privileged areas to provide people an opportunity to avail of free dental check-ups and educate them about the importance of maintaining good oral care habits. The campaign aims to create a revolution as it gets influencers from different walks of life to encourage people to ensure they give importance to oral care. Colgate is also committed to reach out to the people and connect with them through unique initiatives such as *Nukkad Nataks* (Street Plays) and school outreach programs.

In the last 11 years, Oral Health Month has grown exponentially in its reach. Launched in 2004, OHM was initiated as a 6-city program with 70 participating dentists. Growing exponentially, OHM 2014 was focused on creating a cavity-free future, reaching out to 5.5 million people across India. And, with participation from over 35,000 IDA affiliate dentists, this year, the aim is to reach out to an even larger number of people.

Oral Health Month 2015 is being supported by a fully integrated 360 degree marketing campaign encompassing TV, print, outdoor, digital, mobile, radio and on-ground activities to increasingly encourage more and more people to avail of free dental check-ups.

To avail a free dental check-up, all you have to do is give a missed call on 1800-266-1199 between October 1 and November 30, 2015. In response, you will receive a call back asking for your pin code. An SMS with contact details of the nearest dentist will then be sent to you. To know more, you could visit www.oralhealthmonth.co.in.

* Customer Usage Attitude Study by IMRB in 2015

** Consumer study conducted by GFK Mode in 2014

Disclaimer: Data mentioned is calculated on the base of sufferers of Dental problems, as mentioned by the housewives of the household who has answered the questions on behalf of all the members in the household. Since these estimates are emerging from a sample survey, they are subject to normal statistical error.

[Oral Health Month Infographics](#)

About Oral Health Month

With the launch of India's first National Oral Health Survey conducted by Dental Council of India and Ministry of Health & Family Welfare, supported by Colgate-Palmolive, Oral Health Month began in 2004 with support from dentists from IDA. The survey conducted by Dental Council of India threw light on the falling standards of oral health care in India. In 2004, dental check-ups and oral care education camps were carried out at public places, schools, orphanages and slums in 20 towns across India.

In its 12th year, Oral Health Month 2015 will bring together a wide spectrum of awareness-led initiatives to highlight the importance of overall oral health towards the pledge to 'Keep India Smiling'. With the

participation of more than 35,000 IDA affiliated dentists; OHM 2015 aims to reach 6 million consumers across the country. The two-month long awareness drive will cover free in-clinic dental check-ups and mobile dental vans travelling to numerous cities across underprivileged areas covering schools as well many more such initiatives to engage the consumers will be initiated during OHM 2015.

About The Indian Dental Association

The Indian Dental Association (IDA), formed in 1946, is the largest recognized body of dental professionals in India. It has helped shape the National Oral Health Policy. Working towards the promotion, encouragement and advancement of dental and allied sciences, IDA has a national presence with 30 state branches, 1 defense branch and more than 400 local branches spread across India. It has a combined strength of over 70,000 dentists and student members registered with it. All along, IDA has been in the forefront of oral health campaigns and, towards its goal of attaining optimum oral health in the country, it has initiated quite a few novel activities like SPOT (Spot and Prevent Oral Cancer Trauma) Centres for early detection and treatment of oral cancer, TII (Tobacco Intervention Initiative) Centres for tobacco cessation and behavioral counseling under the banner of its Oral Cancer Foundation, Child Dental Centre for caries treatment and Educational and Training Centres for continuing education for professional advancement of dentists. For details of IDA's projects and programmes, visit IDA Website: www.ida.org.in

About Colgate-Palmolive (India) Limited

Colgate-Palmolive (India) Limited is India's leading provider of scientifically proven oral care products with multiple benefits at various price points. The range includes toothpastes, toothpowder, toothbrushes and mouthwashes under the "Colgate" brand, as well as a specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. These have become an essential part of daily oral hygiene and therapeutic oral care in India. The Company also provides a range of personal care products under the 'Palmolive' brand name. Colgate has been ranked as India's #1 Most Trusted Brand across all categories for four consecutive years from 2003 to 2007 and again in 2011, 2012, 2013 and 2014 by Brand Equity's Most Trusted Brand Survey. It is the only brand to be in the top three from 2001-2014. For more information about Colgate's business and products, please visit www.colgate.co.in