



To increase Oral Health awareness, more than 23000 people come together to set a new Asia Record

...in an event organised by Indian Dental Association, in association with Colgate-Palmolive (India) Limited, Rotary 3232 and Sri Ramachandra University

- *23615 people brushed their teeth together to set a new record in the Asia Book of Records*



Chennai, August 19, 2017: Colgate-Palmolive (India) Limited, market leader in Oral Care, in partnership with Indian Dental Association (IDA) Madras, Rotary 3232 and the Faculty of Dental Sciences- Sri Ramachandra University (SRU), came together to generate awareness on preventive Oral health and hygiene by creating an Asia Record in the city, earlier today:

> Most number of people brushing their teeth together at a single venue, at the same time: 23615 people brushed their teeth at the same time at the same venue (SRU grounds), using Colgate Toothpaste and Colgate Toothbrush



Aimed at educating people about Oral hygiene and the right techniques for brushing, the event witnessed a total 23615 people – including school children and adults – brushing their teeth in the right manner.

Speaking on the occasion, Mr. Issam Bachaalani, MD Colgate-Palmolive (India) Limited, said, “Oral hygiene needs more attention, and Colgate is committed to spreading awareness and education about the significance of good Oral Care. We periodically conduct the Consumer Usage & Attitude Study (CUAS), to understand the Oral hygiene levels in the country. In addition, our annual programs – Bright Smiles Bright Futures™ (BSBF), running since 1976, and the Oral Health Month (OHM), running since 2004, in partnership with the Indian Dental Association (IDA), help to create awareness about the importance of Oral Care. Events as today’s help to scale up our efforts further. We are delighted to be here at Chennai today along with the IDA, Rotary and SRU.”

Dr. Thamizhchelvan, Hon. Branch Sec IDA, Madras added, “While Oral health plays a critical role in a person’s overall health, it is often ignored. IDA Madras has been driving Oral Care awareness through many programs and we believe that proper brushing of teeth or mouth-rinsing are not options anymore. These are an absolute must for good health and should be habit-forming. Towards achieving that objective, today’s record in Chennai, makes us extremely proud.”

Also present at the event were Dr. Ashok Dhoble, Hon. Sec General IDA, Dr. AP Maheshwar; President IDA Madras Branch; and Dr. V Rangarajan, Advisor, IDA Madras.

Dr. D Kandaswamy, Dean, Faculty of Dental Sciences, SRU, said, “Oral Care is an important subject but surprisingly, nobody really teaches people the correct brushing techniques. One assumes that one is brushing correctly simply because it is a routine. I believe, events like these are important because they help not just to create new records but also to help educate people in a memorable way so that, going forward, people can make correct health and hygiene habits a way of life. At our Faculty of Dental Sciences, we drive many such initiatives on a regular basis, yet, today, the memories created, I feel, will live with the people of Chennai for a long time. I would like to congratulate Colgate, IDA and Rotary for creating such a landmark moment for Chennai.”