



In its 13th consecutive year, Colgate's Oral Health Month provided free dental check-ups to more than 6 million Indians!

The program – which is organized by Colgate in partnership with the Indian Dental Association (IDA) – has provided free health check-ups to over 30 million Indians, since its inception in 2004

Mumbai, February 20, 2017: Colgate and Indian Dental Association (IDA) have successfully concluded their 13th annual Oral Health Month (OHM) program, as a part of their larger vision: Keep India Smiling. With the participation of about 34000 IDA dentists and 6 million dental check-ups, in over 1100 cities, the Oral Health Month 2016-17 came to a spectacular close!

The Oral Health Month program includes: imparting dental education to school kids; educating people on the significance of oral hygiene & promoting healthy oral care habits; and free dental camps for people of all age groups at various locations such as schools, malls, army canteens, and within the mobile dental vans. In 2004, OHM was launched as a 6-city program with only 70 IDA dentists. Since then, it has grown exponentially in its reach. Here are some figures for the last two years of OHM:

2016-2017	Total no. of free dental check-ups	6 million
	Total no. of participating IDA dentists	34000
	Total no. of cities covered	1100
	No. of check-ups conducted in mobile vans	206873
	No. of school kids covered	97430
	No. of mall outlets covered	102
	No. of army canteens	33
	No. of participating schools	158
2015-2016	Total no. of free check-ups conducted	5.8 million
	Participating IDA dentists	32500
	No. of cities covered	1000

Talking about the OHM 2016 campaign, **Issam Bachaalani, Managing Director, Colgate-Palmolive (India) Limited**, said, "At Colgate, we are dedicated to improving the oral care habits of people across India, and Oral Health Month (OHM) is one of our key programs that we have been running in close partnership with Indian Dental Association (IDA), for the past 13 years. OHM provides access to IDA dentists, as well as free dental check-ups to people, across the length & breadth of the country. Till date, the program has provided more than 30 million free dental check-ups... This time alone – through a series of dental camps in schools, malls & mobile vans, across multiple cities – OHM provided free dental check-ups to more than 6 million Indians. We will continue to strive towards growing oral care awareness and to Keep India Smiling."

Dr. Ashok Dhoble, Hon. Secretary General, Indian Dental Association added, "IDA and Colgate have been carrying out the two-month long Oral Health Month program every year, for the past 13 years, to promote dental awareness amongst people of all ages. It involves free dental check-ups and use of mobile dental vans equipped with modern dental care facilities that travel to otherwise inaccessible areas to promote oral health awareness and to ensure a cavity free India by educating people about the preventive measures to combat oral diseases. In 2016-17, about 34,000 IDA affiliated dental surgeons participated in the program that covered over 1200 cities and towns across the country. I am happy to say that the program has had a favorable impact with the percentage of people brushing more than once a day going up to 34 % from 28 %, which augurs well for a new dawn in oral health."

About Oral Health Month

The initiative began in 2004, when the Dental Council of India and Ministry of Health & Family Welfare, with support from Colgate-Palmolive and Indian Dental Association (IDA), launched India's first National Oral Health Survey. The survey highlighted the falling standards of oral health care in India. To address the situation, Colgate along with IDA organized dental check-ups and oral care education camps in public places, schools, orphanages and slums, across 20 towns.

Living up to its motto – Keep India Smiling – Oral Health Month has grown significantly in the last 13 years. With the participation of more than 34,000 IDA affiliated dentists; OHM 2016 reached 6 million Indian consumers. The campaign included free in-clinic dental check-ups and mobile dental vans travelling to underprivileged areas, across numerous cities, covering schools as well as CSD camps, modern trade stores and partner NGOs.

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 at the forefront of oral health campaigns, while working 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) Centers for early detection and treatment of oral cancer, TII (Tobacco Intervention Initiative) Centers for tobacco cessation and behavioral counseling under the banner of its Oral Cancer Foundation, Child Dental Centre for caries treatment and Educational and Training Centers for continuing education for professional advancement of dentists. For details of IDA's projects and programs, visit www.ida.org.in

About Colgate-Palmolive (India) Limited

Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country. The company manufactures and markets 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'. The Company also provides a range of personal care products under the 'Palmolive' brand. Colgate has been ranked as India's #1 Most Trusted Brand across all categories for five consecutive years, twice, from 2003 to 2007 and again from 2011 to 2016 by the Economic Times Brand Equity's Most Trusted Brands Survey. For more information about Colgate's business and products, please visit www.colgate.co.in