

Dentsply Sirona Announces Continued Partnership for World Oral Health Day 2024 and Celebrates The "Most Original Activity" Award Winners

As part of their ongoing sustainability strategy, “BEYOND: Taking action for a brighter world,” Dentsply Sirona has partnered with FDI World Dental Federation on World Oral Health Day (WOHD) since 2022. The aim of this partnership is to empower people with the knowledge, tools, and confidence for good oral health. The Company now celebrates a successful 2023 WOHD communication campaign, congratulates The Sudanese Association of Dental Students for winning the sponsored “Most Original Activity” award, and announces their continued partnership through 2024.

Charlotte, NC., September 28, 2023. Dentsply Sirona, the world’s largest manufacturer of professional dental solutions and technologies, celebrates the success of a comprehensive communication campaign for WOHD 2023. The campaign slogan, “Be Proud of Your Mouth”, garnered global engagement through an array of multi-platform initiatives.

Erانيا Brackett, Senior Vice-President of Orthodontic Aligner Solutions & Customer Experience and Head of Sustainability at Dentsply Sirona, appeared via video at the WOHD 2023 ceremony in Sydney, Australia to reflect on Dentsply Sirona’s successful 2023 campaign and celebrate sponsoring the “Most Original Activity” award. During the ceremony, the continued partnership between Dentsply Sirona and FDI World Dental Federation for WOHD 2024 was announced.

“Be Proud of Your Mouth”: A Successful 2023 Communication Campaign

Erانيا Brackett, a vocal advocate for oral health on social media, expressed her enthusiasm around an impressive 2023 communication campaign and the impactful results it achieved. “Our campaign was expansive and global, involving a cross-functional company-wide communication initiative via social media, various websites, mailers, and other mediums explaining the direct correlation between oral health and overall health,” she remarked.

The sign of this successful partnership is the clear alignment of values, evidenced between FDI World Dental Federation and Dentsply Sirona through this shared sentiment. FDI World Dental Federation President Prof. Ihsane Ben Yahya explains that “Good oral health is a vital part of our daily lives, both in terms of physical health and mental well-being.”

Dentsply Sirona’s campaign, visible across a multitude of social media channels, extended its impact beyond awareness, also equipping dentists with a downloadable toolkit for educating patients about the connection between oral and general health. Dentsply Sirona’s commitment was further demonstrated by a distribution of over 400 oral health kits containing toothbrushes, toothpaste, dental timers, floss, educational flyers and personalized “Get well” cards to patients undergoing cleft treatment at Smile Train partner treatment centers in Colombia, Brazil, and Mexico.

Sponsoring the “Most Original Activity” Award

As part of the WOHD 2023 campaign, Dentsply Sirona sponsored the “Most Original Activity” award, which acknowledges exceptional initiatives to creatively promote oral health messages within the public domain. The award criteria evaluated participant numbers, external partnerships, innovation, the use of materials and alignment with the WOHD theme as well as impact through dissemination of take-home messages and/or oral care items.

This distinction was awarded to The Sudanese Association of Dental Students – specifically, the Prophylaxis Office and the External Relations Office – whose activities and accomplishments were expansive in scope, including educational visits to schools, awareness programs at dental hospitals, engagement with local businesses, and educational sessions at universities, reaching an audience of approximately 2,000 individuals.

Dentsply Sirona and FDI World Dental Federation: A Continued WOHD Partnership

At the WOHD Ceremony the continuation of the partnership between Dentsply Sirona and FDI World Dental Federation into 2024 was announced. "In the meantime, our 2023 mission doesn't end here," Erania Brackett communicated. "Every day, all of us at Dentsply Sirona live our vision to transform dentistry to improve oral health globally."

Dentsply Sirona's continued partnership reaffirms its commitment to the global oral health movement, aiming to make a lasting impact through education, awareness, and community engagement.

For more information on Dentsply Sirona's sustainability strategy BEYOND, visit <http://www.dentsplysirona.com/sustainability>.

IMAGES

are available for **Download** on the website.



Fig. 1: Erania Brackett, Senior Vice President, Chief Marketing Officer and Head of Sustainability at Dentsply Sirona



Fig. 2: Prof. Ihsane Ben Yahya, FDI World Dental Federation President



Fig. 3: Dentsply Sirona is an official partner of World Oral Health Day 2023



Fig. 4: The Sudanese Association of Dental Students, winners of the "Most Original Activity" award, orchestrated a diverse range of activities fostering increased awareness about dental health across Sudan in honor of WOHD

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About Dentsply Sirona

Dentsply Sirona is the world's largest manufacturer of professional dental products and technologies, with over a century of innovation and service to the dental industry and patients worldwide. Dentsply Sirona develops, manufactures, and markets a comprehensive solutions offering including dental and oral health products as well as other consumable medical devices under a strong portfolio of world class brands.

Dentsply Sirona's products provide innovative, high-quality and effective solutions to advance patient care and deliver better and safer dental care.

Dentsply Sirona's headquarter is located in Charlotte, North Carolina. The company's shares are listed in the United States on NASDAQ under the symbol XRAY.

Visit www.dentsplysirona.com for more information about Dentsply Sirona and its products.