

# United for oral health: Dentsply Sirona announces 2023 World Oral Health Day activities and reaffirms commitment to creating healthy smiles around the globe

**For the second year running, Dentsply Sirona supports World Oral Health Day (WOHD) on March 20 as well as throughout the rest of the year with a number of activities. This commitment is part of Dentsply Sirona's sustainability strategy, "BEYOND: Taking action for a brighter world," and supports the aim of raising awareness of oral health as a key factor in living a longer, healthier life.**

**Charlotte, March 17, 2023.** Dentsply Sirona, the world's largest manufacturer of professional dental products and technologies, continues its partnership with FDI World Dental Federation for World Oral Health Day 2023. Following the great success of last year's efforts, Dentsply Sirona will launch a number of activities around March 20, with further action to follow throughout the year.

This year's campaign theme, "Be Proud of Your Mouth – Look after your oral health for a lifetime of smiles," aims to draw attention to the importance of maintaining life-long oral health. Dentsply Sirona is focusing its activities on supporting customers in educating their patients, in addition to a social media campaign aimed at the general public that highlights the importance of good oral hygiene and the role that dental professionals play in achieving and maintaining oral health.

"We are proud to continue our support for World Oral Health Day for a second year," says Erania Brackett, Senior Vice President, Chief Marketing Officer and Head of Sustainability at Dentsply Sirona, who contributed to an [FDI podcast episode](#) on the topic of WOHD. "The aim of the day aligns fully with our own sustainability strategy BEYOND, especially our goal of creating 25 million healthy smiles by 2025. Let's all work together to improve oral health globally and bring many more smiles to people near and far."

## Special activities for dentists and Dentsply Sirona employees

Building on WOHD's crucial message, Dentsply Sirona has developed a toolkit that the company strives to release in the US, Canada and UK by end April 2023 that healthcare professionals will be able to use to help educate their patients on the importance of oral health. The toolkit includes digital and print-ready messages, as well as leaflets. Healthcare professionals will be able to download the toolkit via the Dentsply Sirona website.

Dentsply Sirona employees will also be provided with targeted information via the DS Community intranet site and Yammer on how to best take care of their own as well as their family's oral health. For extra motivation, Dentsply Sirona will later in the year launch an internal dental check-up fundraiser and value every dental appointment that employees schedule during a set period of time with a donation to its partner Smile Train, the world's largest cleft surgery charity.

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

Visit [dentsplysirona.com](https://dentsplysirona.com) for more information about Dentsply Sirona and its products.

### Dentsply Sirona sponsors “Most original activity” award

To draw additional attention on the aims of WOHD, Dentsply Sirona proudly sponsors the “Most original activity” award, presented at the FDI World Dental Congress in Sydney, Australia. After March 20, student associations can submit their WOHD activity report by the end of April, with those that have a unique way of promoting oral health messages and successfully spread them among the public making it onto a shortlist for the award. The final winners will be announced at the FDI World Dental Congress in September. For information on how to enter the competition and the criteria for winning, go to the [WOHD website](#).

For more information on Dentsply Sirona’s sustainability strategy BEYOND, visit [www.dentsplysirona.com/sustainability](http://www.dentsplysirona.com/sustainability).

Further information about the WOHD partnership with FDI is available on the Dentsply Sirona [website](#).

### IMAGES

are available for [> Download](#) on the website.



*Fig 1: Dentsply Sirona is an official partner of World Oral Health Day 2023*



*Fig 2: Erania Brackett, Senior Vice President, Chief Marketing Officer and Head of Sustainability at Dentsply Sirona*

