

For the press



Oral Care Innovation: The future is natural

Omya hosted the first-ever international expert summit on oral care innovations

***Oftringen (Switzerland), June 2019* – A huge demand for information on innovative new concepts in the field of oral care led to the inaugural “Healthy Bite” conference, which took place in Lucerne, Switzerland, in May. International experts from industry, science and market intelligence gathered to discuss latest developments in the sector. In terms of trends, the bottom line is that in order to be successful, future products must combine natural and sustainable solutions with high efficacy, easy application and also promote health and wellbeing.**

About 50 participants from leading global companies, universities and institutes took part in lectures and panel discussion, focusing on essential aspects for the successful formulation, testing and marketing of oral care products. They included Prof. Dr Pekka Vallittu, from the Finnish University of Turku, who presented his findings on the use of biomaterials for dental treatment and care. Dr. Andreas Kiesow, of the German Fraunhofer Institute, demonstrated methods of evaluating solutions for dentine hypersensitivity. Meanwhile, Dr. Peter Hall, from Intertek Clinical Research Services in the UK, focused on in-vitro tests as a quick and inexpensive means to develop more efficient applications supported by proven claims. Adrien Dromard, consultant at Oral Care Marketing & Technology, reported on new technologies and active ingredients such as probiotics, immunoglobulins and remineralization agents. These scientific and ingredient-focused topics were then completed with a report on latest consumer trends, presented by Marta Krawczyk, from renowned market research agency Mintel. Furthermore, participants had the opportunity to learn about latest product developments and oral care prototypes at tables provided by companies such as Jungbunzlauer and ICL.

The subsequent lively discussions gave an overview of current developments, and concluded that future products must be sustainable in a broad sense, and based on natural ingredients,

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while offering both high efficiency and low waste. Moreover, finished products combining several benefits in one, also easing application, will be in demand. Finally, products promoting health and wellbeing will score highly when it comes to successful formulation.

Omya, global ingredient supplier and host of this initial conference, is pleased by the hugely positive response of the participants in the event, and will host it again in spring 2020. Stefan Lander, Vice President Consumer Goods, Group Sales & Marketing at Omya, states: “Thus far, there has never been a meeting point for focused exchange on the latest findings in the field of additives and ingredients for oral care. We wanted to build a bridge between industry and research. The enormous positive feedback we received with this first event confirmed that we are on the right track.”

Further updates relating to the summit will shortly be posted on the event page healthybite.omya.com.

About Omya Group

Omya International AG is a leading global producer of calcium carbonates and a worldwide distributor of specialty additives, premium services and solutions. Founded in 1884 in Switzerland, Omya has a global presence extending to more than 175 locations in over 50 countries with 8,000 employees. Omya provides sustainable added value products and services from responsibly sourced materials to meet the needs of current and future generations. In the Consumer Goods sector, Omya offers innovative solutions based on high purity natural minerals and complementary ingredients that comply with the most stringent regulatory and quality standards.

For further information, please visit: www.omya.com

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