

DENTAID REBRANDS TO REFLECT EVOLVING GLOBAL ORAL HEALTH STRATEGY

Leading oral health charity, Dentaïd, is rebranding to reflect how the charity is continually growing and evolving. Dentaïd is hoping that its new logo will become widely recognised as a symbol of the progress that the charity is making within the under-served oral healthcare sector in the developing world.

Dentaïd is largely recognised for its equipment operation within the developing world and whilst this continues to be a key aspect of the charity's work, Dentaïd is also focussing on longer term solutions such as oral health promotion, training and advocacy, which are fundamental for Dentaïd's future success. These initiatives range from involving Governments in the introduction of fluoride toothpaste, to developing pioneering products and techniques to promote oral health in a school environment. At present Dentaïd has sent two hundred surgeries to over fifty countries, helping a million people and the charity is now keen build upon this by implementing these new strategies to help improve and sustain the oral health of billions more.

To recognise this positive development in Dentaïd's work it now seems an appropriate time to launch the new logo. Dentaïd's logo has remained the same throughout its eleven year history, aside from one update in 2003. However having achieved the diversification of services through the new strategies it is now felt that this logo reflects the global outlook of Dentaïd's work.

Luke Wordley, Chief Executive explains: "Over the last few years we have begun to work in new areas such as international advocacy and primary healthcare approaches. Dentaïd is focusing on a wide range of oral health solutions overseas and not solely on the supply of equipment. Now seems the right time to adopt a logo that represents our wide range of approaches to this work."

As well as a new logo and colour scheme Dentaïd is also launching a new website. This will become a resource centre for people worldwide to learn about oral health care and for overseas projects to be able to download training manuals, advice and video clips free of charge.

The website will also continue to enable dental practices and individuals to get involved with Dentaïd through fundraising events, sponsoring a school, find out about the charity's current work, including overseas projects and allow them to view pictures of the supporters gallery.

Dentaïd would like to say a big thank you to Souk Communications, who designed Dentaïd's new branding free of charge and also Admor who once again very