

Press release

Celebrating World Oral Health Day with tips for healthy teeth

Ulm, 7 March 2024 – World Oral Health Day is observed across the globe on 20 March every year. Its mission is to give people the resources and knowledge they need to prevent and combat oral diseases, which affect nearly 3.5 billion people worldwide. The day is organised by the World Dental Federation (FDI) and aims to encourage people to take care of their own oral health, establish a good oral hygiene routine and deal with risk factors correctly.

Dental care is a cornerstone of oral hygiene. Brushing your teeth twice a day for two minutes is a good rule of thumb to keep your teeth and gums healthy for the long term. Last year, Beurer expanded its product portfolio to include the Dental Care segment and offers two electric toothbrushes in the form of the TB 30 and TB 50 Protection Pro.

Electric toothbrush or manual toothbrush – which one brushes better?



A meta-study by the Cochrane Collaboration* evaluated the results of 56 scientific studies on the cleaning performance of electric toothbrushes. They confirm that electric toothbrushes are able to remove plaque from teeth more effectively than conventional manual toothbrushes. One particularly fascinating finding was that after 1-3 months of

brushing the teeth using an electric toothbrush, plaque was reduced by an average of 11%, and after 3 months it was reduced by 21%. Gum inflammation was reduced by 6-11% after 1-3 months of usage.

The technology used in Beurer's toothbrushes

Beurer's electric toothbrushes brush the teeth gently and thoroughly. The oscillating, pulsating brushing technology enables high cleaning performance during which plaque and bacteria can be removed effectively. The battery life is also impressively long.

*https://www.cochrane.org/CD002281/ORAL_poweredelectric-toothbrushes-compared-to-manual-toothbrushes-for-maintaining-oral-health

TB 30: Entry-level model for thorough dental care

- Subtle design in white
- 2 individual cleaning programs: Clean, Sensitive
- Integrated 2-minute timer
- Powerful battery with 20 days of battery life
- LED charging indicator
- Incl. “Clean” brush head, inductive charger and USB charging cable with adapter
- Clinically tested**



TB 50 Protection Pro: Top-of-the-range model with smart features

- Elegant design in dark blue
- 3 individual cleaning programs: Clean, Sensitive, White
- Integrated 2-minute timer
- Pressure sensor to protect teeth and gums
- Powerful battery with 45 days of battery life
- Magic LED display and LED charging indicator
- Incl. handy travel and storage box, “Clean” brush head, inductive charger and USB charging cable with adapter
- Clinically tested**



Brush heads: Compatible with all rotary toothbrushes

For optimal brushing results, the brush heads should be replaced every three months. Beurer offers two brush head types: “Clean” (for intensive cleaning) and “Sensitive” (for sensitive teeth). These are compatible with both the TB 30 and TB 50 as well as all commercially available electric toothbrushes. Protective caps are supplied, as are different coloured rings to tell the products apart.

Enjoy a radiant smile with these 3 tips for healthy teeth

- 1.) Regular check-ups with a dentist:** No matter how well you take care of your teeth at home, regular visits to the dentist remain essential. Your dentist can identify and treat problems at an early stage before they get worse. As a result, you should go for a check-up at least once a year. Professional tooth cleaning can also help to remove plaque and tartar that could cause tooth decay and gum inflammation.

**[User study with 40 prophylaxis experts from Medical School 11](#)

2.) Avoid sugar and acidic foods: A balanced diet will also help you to maintain your dental health. Reduce your consumption of sugar and acidic foods as they can attack the enamel. Instead, opt for food that is high in fibre, fresh fruit, vegetables and whole-grain products. Dairy products are also a good source of calcium, which is important for strong teeth.

3.) Avoid smoking and excessive alcohol consumption: Smoking and excessive alcohol consumption not only harm your general health, they are also not good for your dental health. Both can cause gum problems and stains.

You can find more information and tips in the [product video](#) and Beurer's [health guide \(in German\)](#).

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About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the family-run company leads the way in several areas of this segment. Originally a manufacturer of heat pads and heated underblankets, the company has grown into a full-range supplier offering more than 500 products. Beurer offers various products for use at home in the categories of health, wellbeing, beauty, personal care, home, fitness and baby, including blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, hearing amplifiers, daylight therapy lamps, insect bite healers, a mobile ECG device and an emergency wristband, as well as products for pain therapy and women's health. The range also covers the areas of flexible heating, weight & diagnosis, air & aroma, massage & shiatsu and sleep & rest. What's more, Beurer offers various beauty products in the categories of FaceCare, BodyCare, HairCare, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the personal care category. The company offers a range of fitness products in its Antelope by beurer and Physioline product groups, along with numerous abdominal muscle trainers. The baby category contains special products adapted to the needs of children, babies and their parents. With its "Connect" product group, the health specialist offers a wide range of apps that can be combined with Beurer products and make everyday life easier. Around 1,700 employees worldwide and a global distribution network spanning more than 100 countries ensure the company's ever-growing success. You can find more information at www.beurer.com.