**Press release**

Healthy smiles for life!

**Join GC in the dentistry challenge of the 21st century**

**In September 2015, FDI and GC Corporation joined forces to address one of today’s crucial issues: oral health in an ageing population. The World Health Organization estimates that the number of people aged over 60 is going to more than triple between 2000 and 2050, rising from 600 million to 2 billion worldwide. Of course, this has substantial implications for dentistry, with more and more patients keeping their teeth longer and presenting different treatment needs.**

As a company from a country with a high percentage of elderly people, GC is fully aware of these implications and is embracing the challenge of improving oral health for the older population. This challenge cannot, however, be taken by GC alone and the involvement of all dental professionals is crucial. This is why the partnership with FDI (World Dental Federation) is essential if we are to make a real impact on the dental profession, public policies and the development of new dental treatment approaches.

In May 2016, at the FDI conference on Oral Health for Ageing Populations (OHAP) in Lucerne, FDI and GC launched the OHAP Initiative, which focuses on broader disease policies for the elderly. International experts, including World Health Organization representatives, mapped out strategies on how to address the growing burden of oral disease and prevent tooth loss in elderly populations. A press conference was also held during the FDI 2016 Annual World Dental Congress in Poznán to introduce the first conclusions and propositions of the different working groups.

Oral health is a major contributor to quality of life at any age, and vital to the general wellbeing of our older patients. Improving oral health in an ageing population is thus one of GC’s priorities. Since 2000 GC has been actively involved in MI (Minimum Intervention) dentistry and is committed to guiding dentists towards better treatment of the population. In 2007 GC Europe established the MI Advisory Board which is a pan-European group of experts in the field of MI dentistry. Working together the group has developed the MI treatment plan which was first presented in 2008 and in February this year the board evolved this treatment plan and unveiled their new work the ‘MI Handbook’ at the MI world Symposium in Tokyo. This MI Handbook further classifies the treatment plan based on the different groups of patients. MI Early care (children 0-14 years), MI Active Care (for patients 14 years and above) and MI Care Plus (for the older adults, pregnant women and special needs). GC has the unique and innovative product portfolio that offers the solutions to all these patient groups with a special focus on the older adults (MI Care Plus).

More information about the involvement of GC in Oral Health for Ageing Populations is available at the GC Europe N.V. stand in Hall 11.2, N010–O029 and at [www.gceurope.com](http://www.gceurope.com/).

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| **GC Europe N.V.**  Interleuvenlaan 33  3001 Leuven  Fon +32.16.74.10.00  Fax +32.16.74.11.99  www.gceurope.com  marketing@gceurope.com  **Press contact:**  Dr. Kaschny PR GmbH  Kapersburgweg 5  61350 Bad Homburg  Fon +49.6172.68.481.0  Fax +49.6172.68.040.20  gceurope@kaschnypr.de  www.kaschnypr.de | **GC / IDS 2017 stand:**  Hall: 11.2  Stand: N010-O029 |