

## TEPE STARTET MIT LANG ERWARTETER ZAHNPASTA-REIHE FÜR JEDES MUNDPFLEGEBEDÜRFNIS TEPE LAUNCHES LONG-AWAITED TOOTHPASTE RANGE FOR EVERY ORAL CARE NEED

■ TePe wurde 1965 von der Familie Eklund gegründet und ist ein internationales Unternehmen mit Hauptsitz in Malmö in Schweden. Basierend auf der Vision, ein gesundes Lächeln für das ganze Leben zu ermöglichen, bietet TePe ein komplettes Sortiment an Mundpflegeprodukten, die in Zusammenarbeit mit zahnmedizinischen Expertinnen und Experten entwickelt wurden. Sich um die Gesundheit der Menschen zu kümmern, bedeutet auch, Verantwortung für die Umwelt zu übernehmen. Mit einer innovativen Denkweise arbeitet TePe stetig daran, Abläufe zu optimieren – ohne Kompromisse bei Qualität, Effizienz oder Design einzugehen.

Das TePe-Mundpflege-Sortiment umfasst Interdentalpflegeprodukte, Zahnbürsten sowie Spezialbürsten und wird nun um eine neue Zahnpasta-Reihe ergänzt. Eine sanfte Fluoridzahnpasta für die ganze Familie – für empfindliches Zahnfleisch oder bei Mundtrockenheit. Das sind TePe Daily und TePe Pure, die neuen Zahnpasta-Optionen für jedes Mundpflegebedürfnis.

Die sanfte Zahnpasta-Serie bietet dank ihrer speziell entwickelten Formel mit sorgfältig ausgewählten Inhaltsstoffen neue Alternativen bei der Zahnpflege für die ganze Familie sowie für Patienten mit empfindlicher Mundschleimhaut und Mundtrockenheit. Die vegane Formel wird in Schweden entwickelt, und die Verpackung ist recycelbar.

Die TePe Daily-Serie ist die Wahl für die tägliche Pflege, für jedes Familienmitglied:



- TePe Daily für Erwachsene – NaF (1.450 ppm Fluorid), schaumarm und ohne SLS, mit mildem Pfefferminzgeschmack.
- TePe Daily für Kinder (3–6 Jahre) – NaF (1.000 ppm Fluorid), ohne SLS und ohne Schaumbildner, mit extra mildem Pfefferminzgeschmack.
- TePe Daily für Babys (0–2 Jahre) – NaF (1.000 ppm Fluorid), ohne SLS, ohne Schaumbildner, ohne Farbstoff, ohne Geschmackszusatz.

Zusätzlich zur TePe Daily-Serie bietet TePe Pure eine optimale Wahl bei empfindlicher Mundschleimhaut und Mundtrockenheit. Die TePe Pure-Varianten enthalten weder SLS noch Schaumbildner. Sie sind ohne Farbstoff und ohne Konservierungsmittel. TePe Pure ist erhältlich in den Sorten:

- TePe Pure Unflavoured – NaF (1.450 ppm Fluorid)
- TePe Pure Peppermint, mit einem milden Geschmack – NaF (1.450 ppm Fluorid)

Das Team von TePe freut sich, Messe-Besucherinnen und -Besuchern in Köln die neuen Produkte vorstellen zu können. ◀

■ *Founded by the Eklund family in 1965, TePe is an international company headquartered in Malmö in Sweden. Based on the vision to bring healthy smiles for life, TePe offers a complete range of self-care solutions developed in partnership with dental professionals. Caring for people's health also means taking responsibility for the environment. With an innovative mindset, TePe strives to enhance the circularity of its business—without compromising on quality, efficiency or design.*

*The TePe oral care range includes interdental care products, toothbrushes as well as special brushes and is now complemented by a new toothpaste series. A gentle fluoride toothpaste for the whole family as well as patients with sensitive oral mucosa and dry mouth. These are TePe Daily and*

*TePe Pure, the new toothpaste options for every oral care need.*

*Owing to its specially developed formula that includes carefully selected ingredients, the new gentle toothpaste series offers new alternatives in dental care for the whole family as well as for patients with sensitive oral mucosa and dry mouth. The vegan formula was developed in Sweden and the packaging is recyclable.*

*The TePe Daily series is the choice for daily care for every member of the family.*

- TePe Daily for adults—NaF (1,450 ppm fluoride), low foaming and SLS-free, with mild peppermint flavour.
- TePe Daily for children (3–6 years)—NaF (1,000 ppm fluoride), SLS-free and no foaming agents, with extra mild peppermint flavour.
- TePe Daily Baby (0–2 years)—NaF (1,000 ppm fluoride), SLS-free, without foaming agents, colorant or added flavour.



*In addition to the TePe Daily series, TePe Pure offers an optimal choice for patients with sensitive oral mucosa and dry mouth. The TePe Pure variants contain neither SLS nor foaming agents. They are dye-free and preservative-free. Two options are available:*

- TePe Pure Unflavoured—NaF (1,450 ppm Fluoride)
- TePe Pure Peppermint, with a mild flavour—NaF (1,450 ppm Fluoride)

*The TePe team is looking forward to presenting the new products to IDS visitors in Cologne. ◀*

**TePe Munhygien-  
produkt, Sweden**  
www.tepe.com  
**Hall 5.2  
Booth B010/C011**

## CLEARCORRECT: YOUR PARTNER IN ORTHODONTICS

■ *ClearCorrect, the Straumann Group's flagship orthodontic brand, is excited to announce new products and features launching at IDS. The new releases provide new clinical features, an improved digital workflow, added support and treatment planning services and will help dentists treat cases of greater complexity. Included in the launch are improvements to ClearCorrect's aligner. Born from decades of material science, research and innovation, this premier aligner combines proprietary ClearQuartz material, a high and flat trim line, and scientifically proven clinical features.*

*Improvements to the aligner include an enhanced end-to-end workflow that allows dental professionals to treat patients who have missing or erupting teeth with pontics and guides. These new clinical features include optimised shapes for an aesthetic look, convenient resizing of features over the course of treatment and the flexibility of implementation at any step of treatment.*

*ClearCorrect is also launching a series of improvements to its digital workflow. ClearCorrect's powerful digital ecosystem gives dental professionals control over their treatment while maximising productivity. With*



*its intuitive workflows and advanced clinical planning tools, achieving optimal treatment has never been easier.*

*The updated digital workflow includes a dynamic prescription form that guides dental professionals towards optimal treatment protocols while offering advanced customisation options. Features include new treatment approaches, an updated records uploader and a guided prescription form with options that display dynamically.*

*Alongside the new prescription form, ClearCorrect is launching the ClearCorrect Sync mobile app, allow-*

*ing dental professionals to quickly create new cases, take quality photographs and edit them using templates and intuitive tools, and upload patient data and photographs directly to the dentists' portal.*

*For submitting intra-oral scans, enhancements have been made to optimise integrations with intra-oral scanners. New updates to the Virtuo Vivo software will allow for a significantly faster scan for ClearCorrect, increasing overall workflow efficiency. The 3Shape Unite integration updates include embedded retainer and revision submission*

*workflows as well as direct ClearPilot access.*

*For treatment planning support and assistance, ClearCorrect is launching Collaborator 4.0, an integration that will allow dental professionals to request treatment planning services directly from ClearCorrect global partners. This workflow will allow dental professionals to achieve optimal treatment set-ups with added treatment planning support.*

*The final update to the digital workflow includes the launch of ClearPilot 6.0. This release introduces a series of upgrades designed to give dental professionals a more intuitive and user-friendly treatment planning experience. Updated features include direct collision and space editing with automated adjacent tooth adjustment as well as point-to-point measurement tools. The highlight of the release is an improved user interface, including improved 3D model renderings and a streamlined viewer, and an updated treatment timeline.*

*All these releases would not be complete without ClearCorrect's service and support. Combining clinical expertise with a commitment to education and a dedication to top-tier support, ClearCorrect offers clinicians a*

*partnership in orthodontics that will help realise the potential of their practice.*

*Supporting this partnership is Ortho Campus, a comprehensive collection of orthodontic tools and curricula for treatment success. Whether clinicians seek to boost their clinical confidence or build a thriving digital orthodontic practice, Ortho Campus will provide them with the educational tools they need to achieve it. ClearCorrect is formally launching Ortho Campus at IDS.*

*ClearCorrect invites dental professionals, dental practice staff and industry leaders to come to the Straumann booth to learn more and to become a partner. ◀*

*Für die deutschen Leser: Lesen Sie die gestrige Ausgabe der today @ IDS. Besuchen Sie den Straumann-Stand und holen Sie sich ein Exemplar!*

**ClearCorrect  
(Straumann Group  
brand), Switzerland**  
www.straumann.com/clearcorrect/  
en/doctors  
**Hall 4.2  
Booth G080/J089**

**CURAPROX**

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 SWISS PREMIUM ORAL CARE