

CleanImplant strengthens the digital presence of certified practices

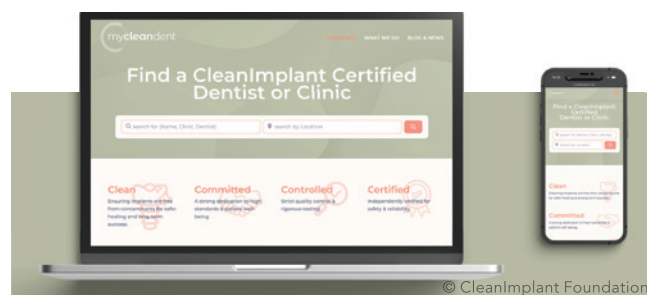
The CleanImplant Foundation has launched the new patient-oriented platform mycleandent.com and expanded its membership programme with another exclusive benefit: every CleanImplant Certified Dentist now receives an individual landing page that is search-engine optimised, locally targeted, AI- and SEO-supported, and editorially managed by CleanImplant.

Excellence deserves visibility

CleanImplant-certified practices benefit from enhanced digital visibility precisely where patients are actively searching for quality and trust in implant dentistry: Certified Dentists work with award-winning implant systems and earn the confidence of their patients through a demonstrated commitment to product quality. mycleandent.com serves as a dedicated search platform where patients can rely on their clinicians' promise of uncompromising quality standards in implant dentistry.

The range of benefits

For CleanImplant Certified Dentists the range of benefits extends well beyond digital visibility. High-quality marketing materials support consistent and professional communication of the practice's commitment to quality—from personalised quality certificates and



acrylic reception displays to patient brochures for waiting areas and consultation rooms. These tools facilitate informed and trust-based patient discussions.

In addition, members gain access to a practice-oriented expert network, professionally designed social media templates, and reliable independent analytical data on dental implant systems.

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Further information available on the initiative's website



A new look, the same passion

The new brand identity of OEMUS MEDIA AG

OEMUS MEDIA AG is embarking on a new chapter in its history. After more than 30 years, the Germany-based media company is unveiling a new brand identity—one that reflects its transformation from a traditional specialist publisher into an integrated media, events and community-driven enterprise.

For more than three decades, the company's previous logo appeared across OEMUS MEDIA AG's magazines, congresses, websites, newsletters and trade show displays. During that time, the company continued to evolve. What began as a traditional specialist publishing house has long since become an integrated media company, with its Print, Online, Event, Study and Corporate divisions working together to shape communication within the dental industry. The new brand identity brings this evolution to life visually.

A smile at the core of the brand

At the heart of the new identity is "oemus"—lowercase, pared back and focused. Its defining feature, the redesigned "u," evokes a smile and reflects the company's dental roots. It also stands for "you," "us" and "we,"

symbolising the community and collaboration that have long shaped OEMUS MEDIA AG: #welovewhatwedo.

The new colour palette pairs Deep Viola—combining professionalism and creativity—with a modular system that gives each business division its own secondary colour. This creates clear visual structure while maintaining a cohesive identity.

The distinctive "u" also forms a brand pattern used across magazines, websites, social media, congresses, newsletters and trade shows. Together, these elements create a comprehensive, instantly recognisable design system.

Modern in appearance, true to our values

The new brand identity builds on everything OEMUS MEDIA AG has stood for over the past three decades: close ties to the market, a passion for dental topics and a strong network connecting people, knowledge and communication. The visual language may be more modern, but the values behind it remain unchanged. They will continue to provide the foundation for everything that defines the OEMUS brand.



OEMUS MEDIA AG
www.oemus.com