



TOOTHFRIENDLY LABELING GUIDE FOR FOODS AND DRINKS

1. TESTING A PRODUCT

The Toothfriendly logo may only be used in relation to products which are safe for teeth, i.e. neither cariogenic nor erosive.

The toothfriendly criteria is determined by a standardized intra-oral pH-test with an interproximally placed electrode.

The test is conducted by accredited test centers at University Dental Institutes.

How to proceed:

Kindly submit your recipes for our pre-screening to prevent unnecessary testing costs.

Contact the test center for quotation of testing price.

Send 50-100g of each product to the test center.

The test center will issue a test report typically within 8 weeks from receipt of samples.

The testing costs will be invoiced by the test center.

2. CONCLUDING A LICENSE AGREEMENT

Only companies which have concluded a license agreement with Toothfriendly International may use the Toothfriendly logo.

The logo user will pay a license fee which may vary depending upon volumes sold and the territory of sale. Members of Toothfriendly International enjoy a reduced license fee.

How to proceed:

In order to initiate the licensing process, kindly submit a copy of the test report demonstrating that your products fulfill the toothfriendly criteria.

You will receive from us a draft license agreement tailored to your company's products.

You may start to use the Toothfriendly logo immediately after the license agreement has been signed and entered into force.

If the license fee is based on sales volumes, we will send you a self-declaration form inquiring your product sales with the Toothfriendly logo.

3. USING THE LOGO: VISUAL GUIDELINES

The minimum size of the Toothfriendly logo is 5 x 5 mm.

The preferred positioning of the logo is on the front label.

The colors of the logo are red (Pantone 032) and white. If red color cannot be used, the field is black.



The descriptive term "toothfriendly" may be attached to the logo in any desired language*. The term "sugar-free" or other unrelated claims should not be used in direct association with the logo. Any modifications of the logo are not allowed.

The Toothfriendly logo may also be used on all point-of-sales materials and in advertising.

How to proceed:

After completing the license agreement, we will send you the Toothfriendly logo in your preferred formats and languages.*

Kindly submit your new product label layout for our pre-approval before printing.

* It is the responsibility of the company to ensure that the descriptive term complies with the applicable national regulation.