



Colgate India & Roche Diabetes Care launch ‘Smile Check, Diabetes Check’ *Highlighting importance of managing oral care alongside diabetes*

- Begins outreach across 100 towns and villages in India to provide access to blood sugar screening through dental clinics

Mumbai, 18th November 2021: Colgate-Palmolive, the market leader in oral care in India, and Roche Diabetes Care India (RDC), a world leader in integrated personalised diabetes management, have partnered to fulfil their commitment to creating a comprehensive ecosystem of oral care for better diabetes management. This World Diabetes Day, the two companies have designed and launched a unique programme called ‘Smile Check, Diabetes Check’, a first-of-its-kind initiative to address, identify, and highlight the importance of oral care in overall diabetes management.

Colgate’s oral care expertise and extensive network combined with RDC’s vast expertise in the field of health diagnostics and clinical science aims to bring attention to the bidirectional link between diabetes management and oral health management.

Keeping in line with the theme of World Diabetes Day 2021-23— ‘*Access to Diabetes Care*’, the unique partnership will enable better access to diabetes management through blood sugar screening and education at dental clinics across the country. As part of the collaboration, RDC will provide Accu-Chek test kits to dental clinics spread across 100 towns and villages in India. The dental clinics will be enabled to conduct blood sugar screening using these devices. This initiative was kick-started on World Diabetes Day 2021 nationally and is foreseen to be expanded to major towns and cities in the coming months.

According to IDF Diabetes Atlas, India ranks #2 across the world with a whopping number of approx. 77 million diabetics in the country¹. Prominent research institution in the field of Diabetes—Research Society for the Study of Diabetes in India (RSSDI), and a leading oral health institution—Indian Society of Periodontology (ISP), in a joint study on the link between diabetes and oral health, found that oral care solutions in addition to lifestyle changes are crucial in overall diabetes management.²

About Colgate-Palmolive (India) Limited: Colgate-Palmolive (India) Limited is the market leader in Oral Care in the country, that seeks to deliver sustainable, profitable growth and superior shareholder returns and to provide its people with an innovative and inclusive work environment. The organization has adopted sustainability, diversity, equity, inclusion, and social responsibility strategies that help make people’s lives healthier and more enjoyable. The company manufactures and markets toothpastes, toothpowder, toothbrushes, oil pulling products and mouthwashes under the ‘Colgate’ brand, and a specialized range of personal care products under the ‘Palmolive’ brand. It is a caring, innovative growth company, reimagining a healthier future for all people and our planet. Colgate has been ranked as India’s #1 Most Trusted Oral Care Brand for the ninth consecutive year, from 2011 to 2019, by The Economic Times - Brand Equity - Most Trusted Brands Survey, conducted by Nielsen. Colgate has also been ranked as the Most Trusted Oral Hygiene Brand by TRA’s Brand Trust India Study Report for the ninth consecutive year, from 2011 to 2019. For more information about Colgate’s business and products, visit: www.colgatepalmolive.co.in

About Roche Diabetes Care

Roche Diabetes Care has been pioneering innovative diabetes technologies and services for more than 40 years. More than 5,500 employees in over 100 markets worldwide work every day to support people with diabetes and those at risk to achieve more time in their target ranges and experience true relief from the daily therapy routines.

Being a global leader in integrated Personalised Diabetes Management (iPDM), Roche Diabetes Care collaborates with thought leaders around the globe, including people with diabetes, caregivers, healthcare providers and payers. Roche Diabetes Care aims to transform and advance care provision and foster sustainable care structures. Under the brands RocheDiabetes, Accu-Chek and mySugr, comprising glucose monitoring, insulin delivery systems and digital solutions, Roche Diabetes Care unites with its partners to create patient-centred value. By building and collaborating in an open ecosystem, connecting devices and digital solutions as well as contextualise relevant data points, Roche Diabetes Care enables deeper insights and a better understanding of the disease, leading to personalised and effective therapy adjustments. For better outcomes and true relief.

Since 2017, mySugr one of the most popular diabetes management apps is part of Roche Diabetes Care.

For more information, please visit www.rochediabetes.com, www.accu-chek.com and www.mysugr.com.
