In order to healthily enjoy meals every day, it is said that at least 20 teeth are necessary. In short, there will be a difference in future quality of life (QOL) depending on the status of dental health.

Lion will continue to promote education on “preventive dentistry” so that consumers can live healthily and comfortably throughout their life.

**Comparison with a country with advanced preventive dentistry**

In Sweden, which is known as an advanced country in terms of preventive dentistry, the average number of teeth remaining in people in their 70’s is 21, far more than the number in Japan.

The main reason for this is a difference in awareness of “preventive dentistry” which puts emphasis on “prevention” in addition to “treatment.”

In Sweden, which has nationally promoted preventive dentistry since the 1970s, people have a higher awareness of oral care than that in Japan.

A survey conducted by Lion in 2013 revealed that 69% of Swedish people were engaged in preventive dentistry, compared with 26% of Japanese people.

The percentages of receiving periodical dental checkups and of using dental floss and mouthwashes every day are also higher in Sweden. In this way, building up dental health has taken root as a living habit.

**Making Japan a country with advanced preventive dentistry**

In recent years, Japan has begun to conduct nation-wide activities to build dental and oral health, shifting its viewpoint from “treatment” to “prevention.”

In relation to dental/oral health, “Health Japan 21 (the second term)” a governmental plan announced in 2012 aims to maintain and improve oral functions, eliminate differences between prefectures in frequency that children have cavities, and increase the percentage of individuals who participate in dental check-up.

※1 Basic policies determined by the Ministry of Health, Labour and Welfare of Japan to comprehensively promote people’s health.

**Toward a healthy and comfortable society**

In order to healthily enjoy meals every day, it is said that at least 20 teeth are necessary.

In short, there will be a difference in future quality of life (QOL) depending on the status of dental health.

Lion will continue to promote education on “preventive dentistry” so that consumers can live healthily and comfortably throughout their life.
"Preventive dentistry" is the idea that we should focus not on treatment after getting a cavity and periodontal disease, but on prevention before it happens.

In order to proactively protect dental and oral health, Lion considers it important to practice "preventive dentistry" in which both periodical "professional care" at dental clinics, etc. and daily "self-care" with guidance from dentists and dental hygienists are continuously conducted.

What is "Preventive Dentistry"?

Daily self-care is the most important factor in preventive dentistry. However, its effect is totally different depending on whether the care is done with or without guidance from medical practitioners. Points to be kept in mind also vary depending on the person’s age and oral status.

Therefore, it is important to review one’s own self-care in response to advice from dentists through periodical checkups. Getting praise for better dental conditions from dentists and dental hygienists would lead to self-confidence in one’s own self-care.

With the synergetic effects of combining self-care and professional care, the objectives of preventive dentistry could be achieved. This is the reason why both self-care and professional care are said to be important.

OPINION

Professional care can change self-care
Yoshinobu Asada, Professor of Tsurumi University, Director of Tsurumi University Dental Hospital

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With the synergetic effects of combining self-care and professional care, the objectives of preventive dentistry could be achieved. This is the reason why both self-care and professional care are said to be important.
For "preventive dentistry," it is important to implement daily "self-care" and regular checkups at "professional care" at dental clinics or other facilities. Now, we are introducing the key points of self-care and explaining about "professional care" provided by the Lion Foundation for Dental Health (Public Interest Incorporated Foundation) (LDH).

### Key Points of "Preventive Dentistry"

Professional care can change self-care
Yoshinobu Asada, Professor of Tsurumi University, Director of Tsurumi University Dental Hospital

LDH runs dental clinics focusing on the idea of "preventive dentistry."

Lion Tokyo Dental Clinic (Japanese)
http://www.lion-dent-health.or.jp/meguro/

Lion Osaka Oral Care Health Station (Japanese)
http://www.lion-dent-health.or.jp/osaka/

Grand Tokyo Oral Health Care Station (Japanese)
http://ohcstation.oralcom.net/

Professional care provided by LDH
LDH runs dental clinics focusing on the idea of "preventive dentistry."

### 3 Key Points of "Self-care"

**Key point 1**
Leave fluorine in the mouth

- Fluorine is an important element to protect dental health.
- 1. Brush your teeth with toothpaste containing fluoride.
- 2. Rinse your mouth only once.

**Key point 2**
Completely remove plaque

- Plaque is a bacterial mass that causes problems in the mouth.
- 1. Choose a tooth brush capable of thoroughly removing plaque.
- 2. Use dental floss, etc. to remove plaque from between the teeth.

**Key point 3**
Don’t let bacteria grow

- An increase in bacteria increases the risk of getting cavities and other problems.
- 1. Use mouthwash with antibacterial agent.
- 2. It is recommended to use a mouthwash immediately before going to bed.

Conduct self-care suitable for each individual

Lion operates "ORALYSIS," a shop that has an assortment of more than 100 types of oral care goods, aiming to improve customers' self-care. Qualified dental hygienists, "Mouth Concierges," help customers find products that are suited to their specific oral environment.

ORALYSIS (Japanese) [URL] http://oralysis.oralcom.net/

**Professional Care**

Grand Tokyo Oral Health Care Station

Lion Tokyo Dental Clinic

Lion Osaka Oral Care Health Station

Grand Tokyo Oral Health Care Station
Aiming at helping customers make healthy and comfortable living habits, Lion conducted educational activities for preventive dentistry through the year. With each employee aware of the importance of "preventive dentistry," we worked on company-wide educational activities in light of the consumers’ stages of life, in cooperation with outside organizations such as the local government, schools, hospitals, and dental clinics. We also support educational activities for preventive dentistry by LDH.

In order to disseminate the importance of "preventive dentistry" to consumers, it is important for the company to put it into practice ourselves. Lion has continuously worked on activities to increase its employees' awareness of dental and oral care and facilitate implementation of dental and oral care.

As a part of our educational activities for preventive dentistry, we implemented a campaign for all employees in which part of the costs for periodical checkups at a dental clinic was subsidized for applicants in 2014.

"ALOHA," an activity to protect the dental and oral health of Lion’s employees
Since the 1970s, internal dental checkups have been implemented as an effort to protect Lion’s employees' dental and oral health. Through the "All Lion Oral Health Activity (ALOHA)," checkups have been conducted for all employees every year since 2002. We encourage employees to receive periodical checkups at a dental clinic, have their oral status checked by dentists and dental hygienists, and distribute information to increase awareness of dentistry by using e-mail.

Conducting a campaign to recommend periodical checkups at a dental clinic
As a part of our educational activities for preventive dentistry, we implemented a campaign for all employees in which part of the costs for periodical checkups at a dental clinic was subsidized for applicants in 2014.
Activities for the elderly

**LDH’s activities**
- Promoting exercises around the mouth to protect dental and oral health. Distributing educational leaflets.

Activities for other companies

**LDH’s activities**
- Providing education focused on prevention of periodontal disease and instructions on maintenance and improvement of teeth and oral health to employees of various companies.

**Lion’s activities**
- Instruction on how to use dental floss.
- Distributing a Y-shaped dental floss which can be easily used by children.

Positive Outcomes of Educational Activities for Preventive Dentistry

**Increased awareness in the Company**
As a result of continuous internal education on self-care, Lion’s employees are becoming more aware of this subject, and use interdental cleaning goods (interdental brush/dental floss) more frequently to reduce the area which is not cleaned.

**Increased awareness outside the Company**
As a result of the company-wide educational activities for preventive dentistry in 2014, the rate of people who know the expression “preventive dentistry” and the rate of people who understand the idea of “preventive dentistry” increased. We will promote activities to inform as many consumers as possible of the importance of “preventive dentistry.”