Haleon to launch dental vans & conduct corporate health camps for better access to oral healthcare

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Sensodyne's initiative sets the stage for a larger movement on World Oral Health Day

Sensodyne, a leading oral care brand from Haleon (formerly GlaxoSmithKline Consumer Healthcare) is activating a comprehensive multimedia strategy featuring digital campaign, influencer collaborations, Spotify integrations and coverage across TV, radio & print to nudge more and more Indians to 'Take the First Step' for their Oral Health. The brand is also launching dental vans & conduct corporate health camps across the country to enable better access to oral healthcare.

With World Oral Health Day celebrated on March 20, Sensodyne's initiative sets the stage for a larger movement, integrating education, technology, and accessibility. Building on the success of the record-breaking event, Sensodyne is now extending free digital dental check-ups to the public, ensuring that more people can conveniently assess their oral health.

According to Dr Steve Mason, a renowned oral health expert and Global Medical Lead for Oral Care at Haleon said, "There is a real need to drive awareness of the impact of poor oral health. The dental industry is in a unique position to help address many oral health needs through its global reach, extensive partnerships with dental professionals, researchers and non-governmental organisations and innovative medical research.

During an interaction with BioSpectrum Dr Mason highlighted that a key element in overcoming barriers to effective oral health is to focus on self-care, in which patients need to actively participate and contribute to improving their own health.

"Industry can play a constructive role in promoting self-care through use of consumer insight and patient-reported outcome measures", he added.

Joining this conversation, Dr Prashant Narang, Director- Medical Affairs, India Subcontinent, GSK Healthcare said, "Recognising the much needed attention towards oral healthcare in India, a 'National Oral Health Task Force' was established in 2023, for driving awareness on oral health, enabling access, and empowering Indians take proactive charge of their oral health. However, a multifaceted approach is required and we take are doing our best in contributing towards this objective of improving oral healthcare in the country."