



Be One Step Ahead with Prevention - Colgate Announces its 3rd Annual #ColgateTALKS eConference

For the first time, Colgate is holding the event on two weekday evenings: **April 25 & 26, 2018.**

Therwil, February 2018 – Save the date for ***Be One Step Ahead with Prevention***, the third of Colgate’s annual **#ColgateTALKS eConferences**. All dental professionals in Europe are invited to attend the live webinar sessions from their desktop computer or on-the-go with their tablet or smartphone.

Leading European dental experts predict an ever more important role for prevention in the future of oral healthcare, due to longer life-expectancy and higher healthcare costs¹. *What does that mean for dental professionals? How can the dental team be one step ahead, by delivering the optimal oral care prevention strategies? How can we best coach the modern patient to achieve whole mouth health?* Dental professionals and dental students are invited to join the online discussion, which aims to answer these very questions.

“At the 2018 eConference, a wide array of presenters, including dental experts, market research specialists and patients, will discuss the expectations of today’s patients and how we can make prevention a success for both the dental office and the patient”, said **Effie Mataliotaki, Head of External Affairs & Communications at Colgate Palmolive Europe**. “We are proud to have created a format which is much in demand with current and future dental professionals.”

To better accommodate the busy schedule of today’s dental professionals, Colgate is spreading the program of the eConference over two consecutive weekday evenings: **Wednesday, April 25 and Thursday, April 26, 2018**. On both evenings the program starts at 19.00 Central European Time (CET) / 18.00 UK time and ends at 21.00 CET / 20.00 UK time.

Attendees can attend both evenings with one single registration on www.colgatetalks.com/eConference.

¹ Sommer Research, qualitative exploratory interviews with European experts (GE, FR, CH, IT), December 2009.



Program

#ColgateTALKS – Be One Step Ahead with Prevention

Wednesday, April 25 *7-9 pm CET (Paris, Berlin, Rome) / 6-8 pm GMT (London, Lisbon)*

Do You Really Know Your Patients?

Extensive market research throughout Europe will show what your patients really think about oral care. Learn what motivates them for oral care and find out about their diverse expectations.

Whole Mouth Health: The Patient and the Science

What your patients might not tell you: Listen to a discussion with a real patient about the role of prevention and learn about the evidence-based guidelines promoted by the European Federation of Periodontology to simultaneously prevent Caries and Periodontal Diseases.

Thursday, April 26 *7-9 pm CET (Paris, Berlin, Rome) / 6-8 pm GMT (London, Lisbon)*

Prevention in Your Practice: A Win-Win for You and Your Patients

How can you implement successful prevention strategies in your dental office? Hear about practical examples from UK and Italy.

Getting Your Patients Totally Ready for Whole Mouth Health

Learn about the actions you can take to get your patients Fit 4 Prevention - and to empower them for Whole Mouth Health.

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Notes to the editor

About the #ColgateTALKS eConference: The #ColgateTALKS eConference is an innovative online conference for prevention-oriented European dental professionals and students. Attendees benefit from live webinars and interactive panel discussions, which they can experience at their desks, from the comfort of their own homes, or on-the-go. The eConference brings together a wide array of international speakers, including dental experts, digital and market research specialists, students and patients, to discuss the oral healthcare of the future. The #ColgateTALKS eConference demonstrates Colgate's commitment to digital professional education, to empower the future generations of dentistry. Colgate's successful eConferences in 2016 and 2017 were attended by over 3,000 young dental professionals from across Europe. 98% of the attendees said they would recommend the eConference to their peers.

About Colgate-Palmolive: Colgate-Palmolive is a global leader in oral care and is strongly committed to improving oral health globally. The company possesses the leading toothpaste and manual toothbrush brands throughout many parts of the world, according to value share data, including internationally recognized brands, such as: Colgate®, Colgate Total®, Maximum Cavity Protection plus Sugar Acid Neutraliser™, Sensitive Pro-Relief™, Max White One®, elmex®, meridol® and Duraphat®. Colgate-Palmolive continues to build success through new product innovation and stronger engagement with dental professionals, patients and the communities we serve. For more information visit www.colgatepalmolive.com and for professional information visit www.colgateprofessional.co.uk.