



THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES HYGIÉNISTES DENTAIRES

For immediate release (Offert en français sur demande)

## Media Release

### Dental Hygienists Celebrate Longstanding Partnerships with Dental Industry

July 25, 2018 (Ottawa, ON) — The Canadian Dental Hygienists Association (CDHA) believes in working with dental industry leaders to advance both the dental hygiene profession and the oral health of Canadians. The association recognizes the role that these global frontrunners in innovative oral health care products play in building a stronger awareness of the profession and promoting the importance of oral health to overall health.

As a way of recognizing this essential partnership, CDHA has established the CDHA Partners' Circle, which consists of select dental industry companies who understand and appreciate the significant role that dental hygienists play as members of the oral health care team. "We value our strategic partnerships with dental industry," says CDHA president, Sophia Baltzis. "Their ongoing support of our national professional association, our members, and the entire dental hygiene profession is essential to improving oral health outcomes across the country."

The 2018 CDHA Partners' Circle is made up of eight dental industry leaders whose sponsorship levels range from silver to elite. This year, for the first time, CDHA has three elite-level members; Colgate, Crest+Oral-B, and Philips. Johnson & Johnson is the gold-level member of the partners' circle, and our silver-level members are Dentsply Sirona, GlaxoSmithKline (GSK), Hu-Friedy, and Sunstar. CDHA is proud to recognize these dedicated dental industry partners and longstanding respected members of the CDHA Partners' Circle.



Serving the profession since 1963, CDHA is the collective national voice of more than 29,246 registered dental hygienists working in Canada, directly representing 19,000 individual members including dental hygienists and students. Dental hygiene is the sixth largest registered health profession in Canada with professionals working in a variety of settings, including independent dental hygiene practice, with people of all ages, addressing issues related to oral health. For more information on oral health, visit: [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca).

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