**Press release**

Back to your roots!

**GC raises awareness about the prevention and treatment of root caries in the ageing society**

Root caries is not a 'new' condition but has been reported as increasing in prevalence due to increased life expectancy and patients maintaining their natural teeth into old age. It poses many challenges, since it’s mostly affecting older adults, who are more likely to have a complex medical history or decreased manual dexterity. With demineralization occurring twice as fast on root surfaces than on enamel, difficulties can be expected.

Being a Japanese company, GC is very much engaged in providing oral health for the ageing population. Having the oldest population in the world, Japan is at the forefront of developing strategies to take care of its elderly.

"We are dedicated to making a positive difference in the field of dentistry," says Laetitia Lavoix, General Manager Marketing at GC Europe. "With this campaign, we want to stress the importance of planning ahead for the patient’s future. The treatments we’re offering now, should not only serve patients in the short term, but also when they’ve become older, with all the challenges that come along. Therefore, we need to place emphasis on prevention and maintainable treatment. Like in past campaigns, we will provide a range of educational materials on this topic that have been composed in collaboration with renowned clinicians.”

To learn more about GC's campaign on root caries and our comprehensive range of dental products and informative tools, please visit https://www.gc.dental/europe/gccampaign/rootcaries.

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