

Aquafresh and University of Witwatersrand close off Oral Health Care Month with a bang

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Oral care brand Aquafresh, in partnership with the University of Witwatersrand's Department of Community Dentistry, commemorated Oral Health Care month at Muzomuhle Primary School in Diepsloot West, in Johannesburg.



September is National Oral Health month and on this month, the health fraternity and oral health care stakeholders focus on raising public awareness and promoting good oral health in an effort to improve the quality of life of South Africans.

Speaking on this partnership and the commemoration, Aquafresh Marketing Campaign Manager Leigh Browne said, “At Aquafresh, we are committed to the oral health of the whole family and such outreach programmes are a great opportunity to express that commitment. We are happy to be bringing to young learners, vital knowledge and resources that we believe will improve their lives. Oral health is a gateway to a healthy body and we are honoured to be partnered with such a prestigious institution as Wits University, for whom community outreach is their passion. We hope this is a partnership that will live beyond this commemoration.”



One of the keynote speakers, and firm believer in outreach work, Head of the Department of Community Dentistry at University of Witwatersrand Prof. Veerasamy Yengopal said, “Children can go for weeks at a time feeling constant pain as a result of cavities and other oral health issues. This pain gradually affects their energy levels and that negatively impacts their performance at school.”



The commemoration was an education and awareness day that saw Aquafresh and Wits University of Witwatersrand Department teach young learners about oral health care, and share some Aquafresh oral care products. Mobile Dental clinics were made available where consultations and screenings were done by student dentists. About 2,300 young learners from Muzomuhle Primary School were part of the outreach programme. Present at this commemoration was a representative from Gauteng Oral Health Department, Mrs L. Makgetla and of course, Captain Aquafresh was there to play with the young learners.

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