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**Press Note/ For Immediate Release**

**Oral health awareness must become a mass movement: Experts**

**Chandigarh, August 5, 2019**: Oral health awareness needs to become a mass movement to address rising global public health burden of oral diseases affecting 3.5 billion people worldwide, said experts, referring to the new Lancet Series on Oral health, on Monday.

Amarinder Singh, Founder and CEO of Clove Dental, said while attending a Leadership Conclave in city, “Dental and oral care is one big public health issue that should not be ignored. So far, the push on oral care awareness has come only from private healthcare industry. While the government has been working on it, the focus needs to be sharpened given the dismal public health delivery on oral care. Time has come to turn this into a mass movement by bringing in all stakeholders on board. We can’t wait for this problem to get beyond control, and each one of us has a responsibility to ensure this.”

Clove Dental is India’s largest dental care chain with 350 clinics across the country and has been undertaking mass awareness programs round-the-year. Between Chandigarh and Punjab, Clove Dental has 27 clinics. Along with awareness, Singh called for sprucing up of infrastructure to deal with the rising cases of oral ailments.

“While India has a large number of dentists, and demand for oral health care facilities are high, the infrastructure is inadequate. Sub-standard and unhygienic clinics only add to the problems. Clove Dental has been working relentlessly to address all these issues and is committed to bringing quality, world-class dental care to people in neighbourhoods across the country,” Singh added.

“Oral diseases are serious public health issues across the globe. In India, we are faced with a severe crisis of ignorance and neglect vis a vis dental and oral care. The burden of the diseases is on course to rise further and that can only be addressed by spreading awareness and making it a mass movement,” said Lt Gen Dr Vimal Arora, Chief Clinical Officer, Clove Dental at the 23rd Leadership Conclave at Chandigarh.

Dr Arora advised people in the city to remain alert of the silent threat posed by the lack of oral health care. He also requested doctors to keep sensitizing people on the importance of oral hygiene.

Doctors attending the Conclave said that while dental problems are common in the Indian context, not many take proactive measures due to lack of awareness. Therefore, creating awareness is needed to bring a change in dental health care scene of the country and Clove Dental, along with other stakeholders, had a key role to play.

Being the largest dental chain in India, Clove Dental has been extending its footprints towards changing the dynamics of the dental health care system and approach across the country. Clove has also been ranked among top 10 dental chains in India. Recently, it launched four more clinics in Chandigarh Tricity.

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