



PRESS DOSSIER

SUNSTAR
Sunstar Foundation

PRESS DOSSIER



CONTENTS

- 1 About Sunstar
- 2 Holistic approach
- 3 History of Sunstar
- 4 The Perio Link
- 5 The Sunstar Foundation
 - 5.1 Research activities
 - 5.2 Awards
 - 5.3 Oral Care Guidelines
- 6 Contact

1 About Sunstar

Founded in 1932, Sunstar is a Japanese company providing high-value-added products and services in the Oral Care, Health & Beauty, Engineering and Chemicals sectors.

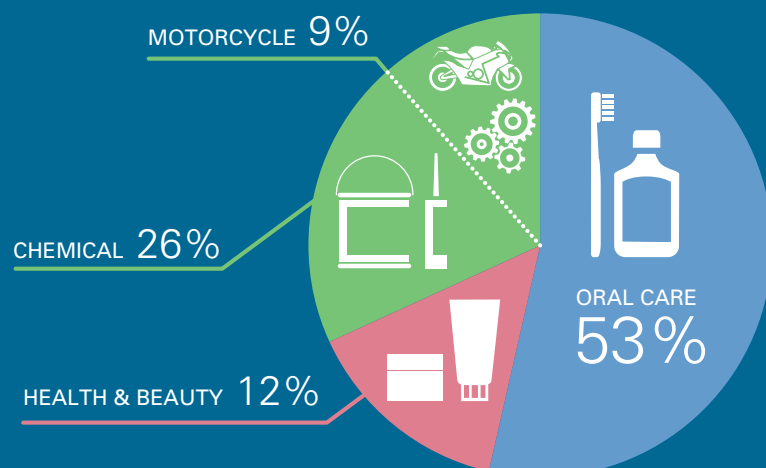
Sunstar's products are available in over 100 countries, and the company has a foothold in over 20 countries with approximately 4,000 employees.

Oral care is Sunstar's leading sector - representing over 50% of the company's sales – followed by Chemicals (26%), Health & Beauty (12%) and Motorcycles (9%).

Japan is the company's key operating market, closely followed by America, the rest of Asia and Europe.

Sunstar's Oral care business accounts for over half of the total group net sales, and in recent years has achieved steady growth following a business acquisition in the Netherlands, sales growth in Europe, a greater awareness of interdental cleaning products in the Americas, and an expansion of customer contact points in Asia. In the company's Chemical business, interior adhesives have experience growth following increased sales in Asia.

SALES BY BUSINESS SECTOR



2 A holistic approach to health

Sunstar's mission is to 'strive to help people everywhere achieve better health and enhance their quality-of-life'.

We truly believe that in order to improve our well-being we need to care for our body and mind with a holistic 360° approach. That's why all of our products and services seek to improve the daily lives of our consumers - from the very moment they start their day, to the moment they rest their head at night.

Innovation at Sunstar is driven with the consumer at its core. With actionable consumer insights and scientific facts, our R&D team develops products and services that answer a concrete consumer need.



Morning

At Sunstar, we know that our oral health and systemic health are closely related. By promoting excellence in oral care, we can **improve the overall well-being of our consumers.**

Noon

Our nutritional habits are key to improving our health and well-being, affecting both the body and the mind.

Afternoon

Maintaining an active lifestyle is a cornerstone to a healthy body. With our mobility products, **we encourage people to get moving and support their physical well-being.**

Evening

A healthy environment fosters a healthy spirit, body and mind. **Sunstar's interior care products help us create safer and happier places to live.**

Night

A good night's rest is crucial to starting the day feeling refreshed and full of energy. **Our products encourage people to establish a soothing bedtime routine, and foster healthy sleeping habits.**

3 History of Sunstar

Sunstar was founded with a mission to improve the health and well-being of its customers. Health has always been engrained in the company's DNA; the name 'Sunstar' even comes from the ritual of brushing teeth in the morning as the sun comes up – and again at night under the stars.

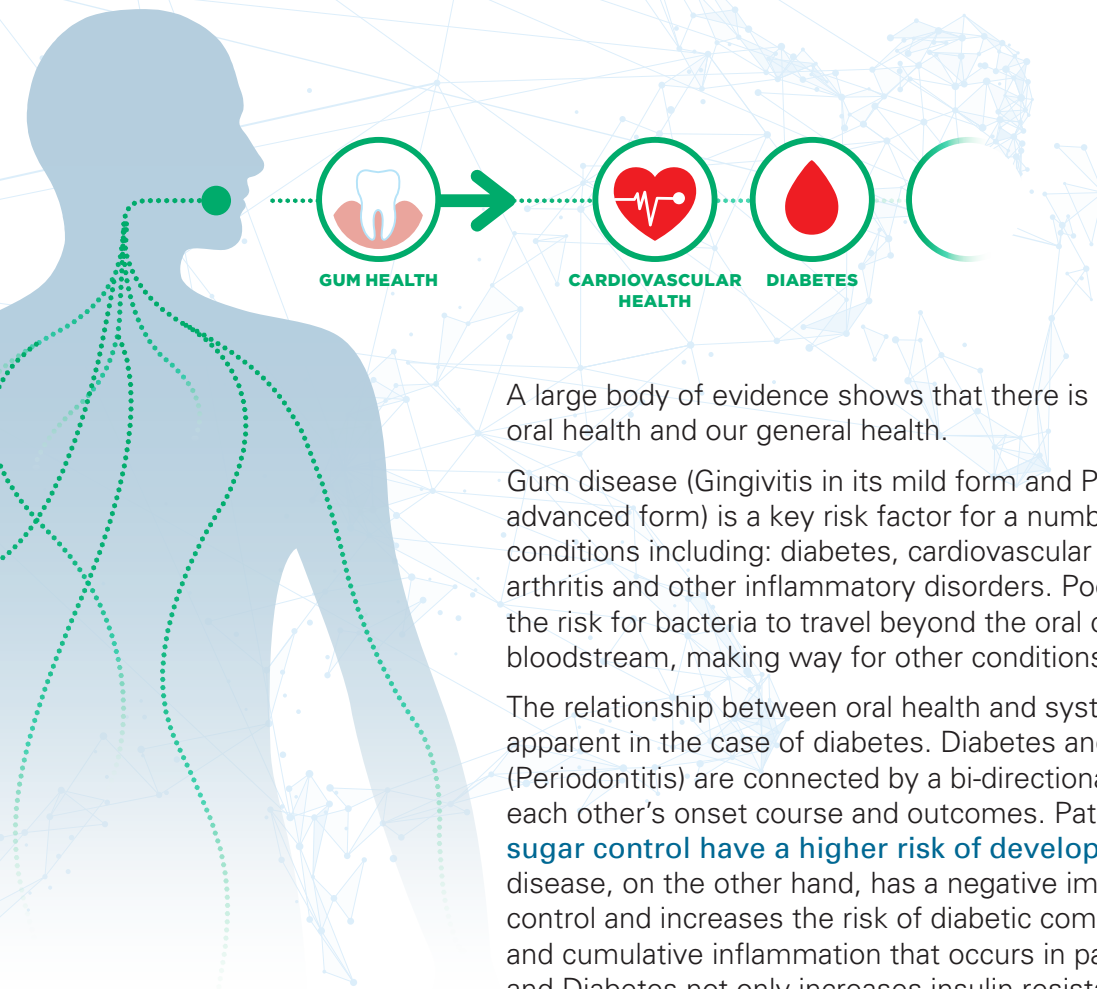
When Kunio Kaneda, company's founder, succumbed to his long battle with diabetes, his son, Hiroo Kaneda decided to promote the company's focus on research and launch into the medical treatment field – in the hopes of finding a cure for diabetes. He believed that Sunstar should contribute to the healthcare industry not only with its products, but also with research that would go on to improve the lives of consumers for generations to come.

After years of exploration, in 1997, during the Sunstar-Chapel Hill Symposium, Hiroo Kaneda - along with several acclaimed specialist - first identified the relationship between oral health and general health and, especially, between periodontal disease and diabetes.

Since then, Sunstar has been focused on further exploring this connection and raising awareness among consumers through congresses, social activities and awards.



4 The Perio Link



A large body of evidence shows that there is a strong link between our oral health and our general health.

Gum disease (Gingivitis in its mild form and Periodontitis in its more advanced form) is a key risk factor for a number of chronic health conditions including: diabetes, cardiovascular disease, rheumatoid arthritis and other inflammatory disorders. Poor oral care increases the risk for bacteria to travel beyond the oral cavity and enter the bloodstream, making way for other conditions to worsen.

The relationship between oral health and systemic health is particularly apparent in the case of diabetes. Diabetes and gum disease (Periodontitis) are connected by a bi-directional link; they impact each other's onset course and outcomes. Patients with **poor blood sugar control have a higher risk of developing gum disease**. Gum disease, on the other hand, has a negative impact on blood sugar control and increases the risk of diabetic complications. The systemic and cumulative inflammation that occurs in patients with Periodontitis and Diabetes not only increases insulin resistance and leads to poor glycemic control, it also increases periodontal tissue inflammation, worsens the periodontal infection and - in many cases - can lead to teeth-loss.

Dentists and doctors must be made aware of the bi-directional relationship between these two chronic inflammatory diseases. Preventing and promptly managing Periodontitis can help reduce systemic inflammation, improve blood sugar control and reduce the risk of developing periodontal problems in the future.

5 The SUNSTAR Foundation ^{1/2}



The Sunstar Foundation was first established in 1977 to actively promote better oral health. It's under the umbrella of this foundation that Sunstar develops and manages most of its research, social initiatives and oral health awards and grants.

In parallel to its Foundation, Sunstar also runs the Sunstar Senri Dental Clinic. This medical centre is specialised in managing the relationship between oral health and systemic diseases, with a special focus on Diabetes Mellitus. The Sunstar Senri Dental Clinic is a reference centre for oral health, with more than 30,000 visitors each year.

5.1 RESEARCH ACTIVITIES

According to our company's motto, we support and develop research activities to expand our knowledge in preventing and treating periodontal disease, among other conditions.

A great example of this is the Joslin-Sunstar Education Initiative. For over ten years, Sunstar and the Joslin Diabetes Centre have partnered to raise awareness among the scientific community about the connection between Diabetes and Periodontal disease.



Today, Sunstar continues to raise awareness about the relationship between systemic and oral health. We are committed to bringing this news to consumers and professionals alike, and to communicating it in a simple, engaging, accessible and immersive way. Our latest 'cell-to-cell' virtual reality video is a prime example of this commitment.



5 The SUNSTAR Foundation 2/2



5.2 AWARDS

As research is one of our guiding principles, we believe in the importance of recognizing outstanding research, innovation and best practices within the oral health field.

Sunstar presents several awards, including:

- **The World Perio Research Award** – recognizes the best papers related to periodontal disease treatment.
- **The 1st Perio Link Award** – aims to make scientific innovation more accessible. It does this by asking researchers to summarize their published scientific findings in a one minute video and selecting the best video through an open vote.
- **The World Dental Hygienist Award** – recognizes the important role that dental hygienists play in promoting and sustaining good oral health.
- **IADR Karring-Nyman Sunstar Guidor® award** – seeks to increase awareness about the importance of oral health and to recognise the best professionals and practices from all over the world.
- **AAP's SUNSTAR Innovation grant** – supports research that aims to identify novel and innovative evidence-based periodontal treatment approaches and funds congresses that address the strong relationship between diabetes and oral health.

5.3 ORAL CARE GUIDELINES

At Sunstar, as a part of our educational initiatives, we also collaborate with dental associations to develop oral care guidelines that seek to improve oral health among the general population and, also, give useful advice to patients suffering from cancer or diabetes on how to approach their oral care.

6 Contacts

Elena Alcalde

PR contact

✉ elena.alcalde@ch.sunstar.com

☎ +34 669 589 266