

Tooth Rescue Concept

When a tooth is knocked out, it is essential to preserve the sensitive cells of the root surface. Incorrect storage causes these important cells to die off quickly. The tooth rescue box contains a special cell nutrient solution which keeps the cells vital for up to 48 hours. Tooth Rescue Concept is a project involving over 46 000 institutions. All in all there are over 16 000 tooth rescue box locations registered online that are available for people to see at any time when they have a tooth accident. Over 5000 teeth in 7 countries have been saved thanks to this programme. Not only does this project affect the ones that have their teeth saved but it's creating an infrastructure on the possibility of saving teeth, it collects statistics on dental trauma further helping to find new and accessible locations to the programme. Saving a tooth can also reduce huge costs of further dental care for the public in the long term.

All of which is carefully planned through by analyzing potential tooth accident risk points, finding local partners, giving out information to the locals about the possibility and then setting up the infrastructure with providing the tooth rescue boxes to the chosen partners that will get used tooth rescue boxes freely replaced within 72h after an accident.

This is a great example of a cooperation project that showcases the strength in togetherness and proving that you can achieve more by creating together than by going at it alone. It is all about building that network of partners and locations and eventually getting the information out to the public so they would know that they are almost always 10 minutes away from their nearest tooth rescue box as the first 30 minutes are vital when we are talking about a knocked out tooth.

For this cooperation to work the Tooth Rescue Concept project needed a strong and trustworthy visual identity to attract those partners and also make it clear and simple to the general public with specific printed and web materials. With a subject such as this we decided to work with very clear illustrations giving a message on what the whole thing is about. Most of the materials feature an "accident about to happen" illustration with a big slogan next to it that refers to a tooth injury or the tooth rescue box. The main color that we chose is a rather soothing violet as the subject itself is quite harsh we wanted the materials to be a bit more mellow and at the same time have the possibility to create contrast with the orange for highlights and headings.

The website features a map of the tooth rescue box locations which is marked with a big orange button for every visitor to see right away for emergency situations. It also features a quick 4 step overview of how the programme works as well as a map of dentists to repair a broken tooth or put back a knocked out one. While that part works for the final user, the rest of the website is built mostly around creating partnerships, giving more information about the project and how it works.