

Colgate India partners with Roche Diabetes Care

18 November 2021 | News

Smile Check, Diabetes Check initiative begins outreach across 100 towns and villages in India to provide access to blood sugar screening through dental clinics



Colgate-Palmolive and Roche Diabetes Care India (RDC) have partnered to fulfil their commitment to creating a comprehensive ecosystem of oral care for better diabetes management. The two companies have designed and launched a unique programme called ‘Smile Check, Diabetes Check’, a first-of-its-kind initiative to address, identify, and highlight the importance of oral care in overall diabetes management.

Keeping in line with the theme of World Diabetes Day 2021-23— ‘*Access to Diabetes Care*’, the unique partnership will enable better access to diabetes management through blood sugar screening and education at dental clinics across the country. As part of the collaboration, RDC will provide Accu-Chek test kits to dental clinics spread across 100 towns and villages in India. The dental clinics will be enabled to conduct blood sugar screening using these devices.