Press Release
(For immediate release)

Press Release

Joint Declaration of
Hong Kong Dental Association and
Hong Kong Society of Periodontology and Implant Dentistry

It has come to the attention of the Association and the Society that direct/semi-direct-
to-consumer orthodontic products were advertised online and widely promoted through
social media.

Members of the public are reminded to seek consultation from registered dentists to
check for periodontal diseases (gum disease) or other dental problems before
undergoing any kind of orthodontic treatment.

Periodontal disease is a highly prevalent oral disease that can affect the elderly, adults,
and youngsters. Periodontal disease often progresses painlessly, and early symptoms
are subtle. Hence, patients are usually unaware and fail to seek treatment at initial
disease stages.

Patients who undergo orthodontic treatment with unmanaged periodontal disease will
suffer from rapid aggravation of their existing periodontal disease, resulting in gum
recession, mobile teeth, and eventual tooth loss. This not only affects the patients’
appearance, but also reduces their ability to eat and directly affect their health.

To safeguard your health, members of the public should consult a registered dentist or
periodontal specialist before receiving any orthodontic treatment, to confirm the status
of their periodontal tissue and oral health, and to develop a customized oral hygiene
care plan. When undergoing orthodontic treatment, patients should maintain good oral
hygiene habits, and schedule for regular dental check-up and cleaning.

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Hong Kong Dental Association
The Hong Kong Dental Association was founded in 1950. It is dedicated to elevating
Hong Kong dental service standards and raising the public awareness of the importance
of oral health. The Association has been proactively providing dental policy
recommendations to the Government and improving the international status of Hong
Kong dentists. The Association is a member of the FDI World Dental Federation and a
member of the Asia Pacific Dental Federation. It hosted the FDI Annual World Dental
Congress in 1995 and 2012 as well as the Asia Pacific Dental Congresses in 1984,
2004, 2009 and 2016. The Association also organised an international conference in
2010 named the Hong Kong International Dental Expo And Symposium (HKIDEAS), the first of its kind.

Since September 2012, the Association has been the implementing agency of the Community Care Fund Elderly Dental Assistance Programme to provide free removable denture and related dental services to eligible elderly persons.

Further, between August 2013 and 2018, with the support of Government funding, the Association assisted in the launch of a pilot project on dental service for persons with intellectual disability named "Loving Smiles Service" to provide dental services to eligible adults with mental disability.

**Hong Kong Society of Periodontology and Implant Dentistry**
The Hong Kong Society of Periodontology and Implant Dentistry (HKSPID) was founded on 23rd August 2009.

The Society was composed of a council of 12 dentists with relevant training in periodontology. Together with international well-known professors in Periodontology as honorary advisors, the objective of our Society is to promote periodontal and peri-implant tissue health in Hong Kong.

In the past years, the Society has organized talks, press conference and public health events to increase the awareness and knowledge of periodontal health of the public.

Another important function of the Society is to provide a platform for knowledge transfer among the oral health care providers. Lectures, seminars and workshops were given by international and local speakers every year to interchange ideas and update contemporary knowledge among dental professions. In addition, we also provide scholarship to postgraduate candidates.

In order to arouse the people concern about the relationship of gum health and systemic diseases, recently a “Position paper on Interrelationship of Diabetes Mellitus and Periodontal Disease" was published in association with the Diabetes Hong Kong in June 2012.

For the recent years, the Hong Kong Society of Periodontology and Implant Dentistry has always been an active society, providing both academic and social functions. There are now around a hundred members consisting of both registered dentists and dental students. Our members included most of the fully-trained periodontists in Hong Kong. The future direction of our Society is to promote the importance of periodontal screening, early diagnosis and recognition of the periodontal diseases, and set up a guideline for the proper periodontal examination in Hong Kong through a public awareness campaign.

**Aims and Objectives:**
To promote periodontal and peri-implant tissue health in Hong Kong
To provide platform for knowledge transfer among oral health care providers
To foster the academic relationship among health care providers with interest in periodontal and peri-implant health