

# Trade show highlights from Young Innovations

Leading dental manufacturer **Young Innovations** launched numerous products for prophylaxis and restoration at IDS. Here's the story



Dave Sproat, Chief Executive Officer of Young Innovations

The American dental manufacturer Young Innovations attended IDS for the first time. The company is presently expanding into Europe, has opened a European central office in Heidelberg and is currently launching its Young Dental and Zooby product lines. Headquartered in Chicago, Young Innovations is a market leader in many fields in the USA and also manufactures brand products for the top global dental distributors.

## Neutral pH

At IDS numerous products for prophylaxis were presented like Young Dental, the successful line of professional teeth-cleaning products. The portfolio includes polishing cups, disposable prophy angles and pastes for polishing and removing surface discolouration. They offer exceptional efficiency, superior brightening results and neutral pH.

## A for alligator and Z for zebra

The popular Zooby brand is at the forefront when it comes to professional cleaning of children's teeth. The colourful products are decorated with animals ranging from A for alligator through to Z for zebra. This ensures a relaxed atmosphere, facilitates anxiety-free treatment and creates a positive foundation for the child's next visit to the dentist. Young patients can choose from a wide variety of polishing pastes in popular flavours.

## CEO Dave Sproat

At IDS Dave Sproat, the CEO of Young Innovations, explained the motivation for the European expansion, 'Our Microbrush and DryTips brands are already known in Europe. For a while now, we have been seeing high demand for our range of prophy products, as well as continued acknowledgement of the fact that prevention is the key to a healthy mouth. As a market leader in this sector, we have therefore decided to officially introduce our Young Dental and Zooby brands onto the European market and to make the expertise which we have built up over the years available in the region'.

Young Innovations already has a logistics centre in Ireland. Young Innovations Europe's management, marketing and sales departments are now located in Heidelberg, Germany. Heidelberg is well-connected to the dental industry and the Rhine-Main area, thus making it an ideal platform for maintaining close relationships with large dealer partners. Just as important for the company is in-depth interaction with local scientists, clinics and practices and getting their feedback for the development of new products. In this respect, Dave Sproat says, 'Our focus is to offer increased efficiency, greater clinical added value for patients and better comfort for dental professionals. We work constantly to deliver reliable, high-quality products to help dentists to consistently achieve the best results for their patients and ensure that dental staff always have the best equipment to hand'.

## About Young Innovations

Young Innovations is a leading developer, manufacturer and retailer of high-quality dental products. The American company has its headquarters in Chicago and its European



Young Dental Prophyl Angles



Young Dental Prophyl Paste

head office is located in Heidelberg, Germany. It also has other offices located in California, Missouri, Wisconsin, Indiana, Illinois and Ireland.

The company was founded in 1900 and was acquired by Linden Capital Partners in 2013. **D**



Zooby creates a cheerful atmosphere at the dentist

### YOUNG INNOVATIONS EUROPE GMBH

Jeannine Fink, Kurfürstenanlage 1, 69115 Heidelberg,  
Germany Tel.: +49 (0)6221-434 544 2

Fax: +49 (0)6221-453 952 6 Email: [info@youngdental.eu](mailto:info@youngdental.eu)  
[www.ydnt.com](http://www.ydnt.com)