



## VISION AND MISSION STATEMENT OF THE COLTENE GROUP

### Our Vision

Maintaining oral health and a beautiful smile means a better quality of life and overall well-being. COLTENE proudly provides dentistry with the standards of care which promotes total health for all people.

### Our Mission

We enhance innovative dental treatments and applications by providing solutions to dentists encouraging professional, safe, and efficient dental treatment processes.

Our success is based on our people. We retain, develop, and recruit competent and motivated people who respect our values.

We monitor changes in our industry and are ready to re-invent ourselves where necessary.

To meet the ever-changing needs of dentists and patients, we are continuously developing sustainable products and services to help people maintain healthy and natural teeth.

### Our Values

People	We care about people: our own people, our partners and customers and the communities we belong to. We lead by example: “walk the talk”.
Passion	Passion is the fuel that drives our culture; it drives our culture and defines our mindset.
Innovation	We motivate to take risks, encourage curiosity, learn from mistakes, and constantly strive to exceed expectations.
Trust/Credibility	We are constantly open, honest, ethical, and genuine.