



17 March 2016

DENPLAN'S RESPONSE TO THE SUGAR TAX

Denplan, the UK's leading dental payment plan provider, has welcomed the recent announcement of a tax on the UK sugary soft drinks industry.

Denplan's Deputy Chief Dental Officer, Dr Henry Clover, commented: "We're pleased that the Government has listened to the scientific evidence and advice from various campaign groups, as well as the wishes of thousands of members of the general public, and taken appropriate action to implement a levy on the production of sugary soft drinks – a leading factor of obesity, type 2 diabetes and tooth decay.

"While this is no silver bullet, it is a very significant and welcome step in the right direction to changing consumer sugar habits in the UK, and in ultimately trying to tackle the associated oral health and overall health risks of a diet high in processed sugar."

Coming into effect by April 2018, the tax will see manufacturers of sugary soft drinks levied for the quantity of sugar in their products. A lower band of tax will apply to manufacturers of drinks that contain total sugar content above 5g per 100ml, and a second, higher band for drinks with more than 8g per 100ml.

"There are a couple of fundamental outcomes we hope will happen as a result of the sugar tax," says Henry. "However, these have been assumed and are by no means guaranteed.

"Firstly, it is hoped that the manufacturers will take action over the next two years to adapt their recipes and reduce the overall sugar content of their drinks. Secondly, it is hoped that they will pass on any tax to the consumer to ultimately make products more expensive, so they are less likely to buy sugary drinks and make healthier lower sugar choices.

"However, there is a danger that not every manufacturer of sugary soft drinks will do this. There is a chance that they try to absorb the costs by finding cheaper ways to make their products by squeezing suppliers and sourcing cheaper ingredients. That's why we'd like the Government to closely monitor consumer buying habits and consider introducing a tax directly on the consumer at the point of purchase, if the industry tax does not prove effective."

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About Denplan

Denplan is the UK's leading dental payment plan specialist, with more than 6,500 member dentists nationwide caring for approximately 1.7 million registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for nearly 30 years and today the company is owned by Simplyhealth. Denplan has a wide range of dental plans for adults and children, enabling patients to budget for their private dental care by spreading the cost through a fixed monthly fee. We support regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life. For further information visit www.denplan.co.uk. For oral health tips and advice visit www.myteeth.co.uk. Patient enquiries telephone: 0800 401 402 Dentist enquiries telephone: 0800 328 3223

- Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover
- Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover
- Plans for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Membership Plan: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Emergency: worldwide dental injury and dental emergency cover only
- Company Dental Plans: company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme, Denplan Excel Accreditation Programme and Denplan Training, plus regulatory advice, business and marketing consultancy services and networking opportunities.

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About Simplyhealth

We have been helping people with their health for over 140 years. Our roots are in the hospital funds set up during the Victorian era to help working people save for their medical care, and we still follow mutual values today. With no shareholders, our profits go back into supporting our customers and healthcare charitable causes, donating over £1 million each year. Last year, we donated £1.4 million.

In 2011, we acquired Denplan Limited, the UK's leading dental payment plan specialist. Simplyhealth has 1,391 employees based across our offices in Andover, Manchester, Leeds and Denplan in Winchester. We serve our 3.5 million customers through cash plans, dental plans, Denplan and pet health plans. Simplyhealth has Independent Living Centres which provide daily living and mobility products, including powerchairs, mobility scooters and wheelchairs, in Andover, Bristol, Burnham, Droitwich, Kenilworth, Leeds, Northfield, Norwich, Sutton Coldfield, Telford, Willenhall and Wolverhampton.

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