



Press release: Change of name, logo and new website

Luxembourg, April 27th, 2022

Center Dentaire Luxembourg evolves to become HYGIE DENTAIRE

Dear Patients,

The purpose of this name change is to better reflect the vision and innovation strategy of our dental centers.

In Greek mythology, HYGIE is the goddess of health. She represents the preservation of health and also symbolizes preventive medicine. By opting for this new name, the company is demonstrating its desire to reconcile history and its future.

HYGIE DENTAIRE, a subsidiary of HYGIE GROUP, is developing a private multidisciplinary dental care offer in the Grand Duchy of Luxembourg based on a concept of : **Reactivity, Complementarity and Availability**. Our dental centers welcome a large patient base, 7 days a week with or without appointment.

This name change coincides with a number of important events for our dental centers: new complementary care services, new hires and an acceleration in our development with new locations in Luxembourg in the coming months.

New identity, new logo

For this occasion, our dental centers are adopting a new visual identity illustrated by a new name and logo.

Linked to the name, the icon reflects our commitment to improve the health and dental hygiene of our patients in the Grand Duchy of Luxembourg. Our colors beyond the symbol to the Luxembourg flag symbolize:

- For the blue, the healing
- For black, experience, know-how and rigor
- For the red, translates our emergency concept with our medical staff taking care of our patients' dental emergencies, 7 days a week with or without an appointment

The Direction