New Curaprox Competition Wants Your Smiley Summer Selfies!

Monday 6 July, 2015

Today sees Curaprox – the Swiss oral health professional - launch its exciting new 'Summer Smiles' social media competition to celebrate the start of the long-awaited summer holiday period.

Fans of the oral hygiene brand are being invited to share their best smiley holiday selfies on Facebook or Twitter, with over £160 worth of prizes to be won as part of the giveaway which is being managed by **Media Agency Group**.

Catering for the fast-growing UK-based audience of the Swiss brand, the competition is asking for people to submit their Summer Smiles by sending a smiley selfie from their holiday destination. They can enter by tweeting their picture to **@CuraproxUK** with the hashtag **#SummerSmile**, or on Facebook by posting their picture under a competition post featured on the Curaprox UK newsfeed (www.facebook.com/CuraproxUK).

There are some fantastic prizes on offer, with one lucky entrant winning the ultimate Curaprox kit to make sure they keep smiling all year long - even when their holiday is over! Worth over £120, the pack includes a sonic electric brush (worth £95.95), a pack of mixed prime handy interdentals and a tube of Curaprox's famous Black is White charcoal toothpaste, along with a CS5460 brush.

The competition has launched today (July 3) and is set to run until the end of August. Five runners up will also receive a pack of Curaprox's fun limited edition brushes, which retail at £8.99 a pair. The toothbrush is the number one travel essential for holidaying Brits, so by combining dental hygiene with summer smiles the contest will undoubtedly appeal to Curaprox's ever-increasing UK following.

The competition has been coordinated by Media Agency Group's **specialist social media management team** as part of the agency's continued partnership with the brand. The full-service independent agency has developed a strong working relationship with Curaprox, having planned a number of advertising campaigns across press, outdoor and radio formats alongside ongoing social media management and SEO work.

Managing Director of Media Agency Group, John Kehoe, said:

> *"Media Agency Group is very pleased to be continuing our partnership with Curaprox UK by coordinating this fun and exciting social media competition over the summer. It's one that everyone can get involved in and it will really connect with Curaprox's social media following. There are some amazing prizes on offer and I'm sure we'll see some very creative entries. We can't wait to see the results!"*

Media:





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