

**Interproximal brushes by GUM<sup>®</sup> are as effective as string floss in removing plaque**

**New Packaging Offers Color Coding, Iconography and Embrasure Spacing Categorization for Better Patient Compliance**

CHICAGO – Sunstar Americas, Inc., the inventor and leader in the interdental (between-the-teeth) cleaning product category, has simplified the use of interproximal brushes through color coding, iconography and embrasure spacing categorization (tight, moderate and wide) on product packaging.

GUM<sup>®</sup> interproximal products make cleaning between the teeth easy and are clinically proven to be as effective as string floss at removing plaque between teeth\*. The newly renovated interproximal brush line is for patients who have restorations, gum disease or have difficulty flossing.

According to the ADA, 6 of 8 patients will exhibit some form of periodontal disease. “Plaque removal is key to eliminating or reducing gum disease. The amount of plaque removed is directly related to the surface contact of bristles to teeth and surrounding tissue. Correctly matching the brush size to the embrasure space results in more plaque removal,” said Jackie Sanders, RDH and marketing manager for Sunstar Americas. GUM<sup>®</sup> interdental products are now available in three different sizes, tight, moderate and wide, to ensure the patient has the right brush size for their specific needs. Properly cleaning between teeth with interdental cleaning products is vital in preventing gum disease and tooth decay.”

The updated product packaging uses color coding, as well as icons, to help patients find the appropriate product that will offer the most effective cleaning for their individual needs. The color-coding system uses green for tight spaces, berry for moderate and blue for wide spaces.

GUM<sup>®</sup> interdental products can be purchased directly from Sunstar or through your favorite dental dealer.

#### **About Sunstar Americas, Inc.**

Chicago-based Sunstar Americas, which serves the Americas, is part of the Sunstar Group of companies, a global organization founded in Japan in 1941, which now has worldwide sales of over \$1 billion. The company has offices in 15 countries and four major geographic divisions. Sunstar’s mission is to enhance the health and well-being of people everywhere via its four business areas: mouth and body, health and beauty, healthy home and safety, and technology. The company is proud of its global partnership with dental professionals to develop a better understanding of the potential links between oral health, general health and quality of life. Sunstar’s well-known Butler<sup>®</sup> brand of professional dental products and GUM<sup>®</sup> brand of consumer oral hygiene products have been two of the dental profession’s most trusted and recommended brands for more than 60 years. Butler<sup>®</sup> and GUM<sup>®</sup> products are designed in consultation with dental professionals and manufactured to the highest quality standards, assuring product excellence and patient satisfaction. For additional information, please visit [www.GUMbrand.com](http://www.GUMbrand.com).

\*Data on file.

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