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Sunstar Americas Introduces GUM® Dolphin 250 Advancing Flosser

Product's Unique "Flip and Floss" Design Promotes a Less-Mess Clean

CHICAGO – February 9, 2010 – Sunstar Americas, Inc. has developed the GUM® Dolphin 250 Advancing Flosser in an effort to address consumers' key reasons for not flossing.

"Consumers continually report that they do not floss because it is difficult, time-consuming and messy," Lily Kunz, director of retail marketing for Sunstar Americas said. "We have addressed these concerns with our new economical and environmentally friendly GUM® Dolphin 250 Advancing Flosser."

Its innovative design allows users to simply flip the lever to advance for fresh, clean floss, while internal chambers separate the new and used floss. Its functionality promotes less mess than string floss, and the flosser is made of a high-quality string that will not shred, break or sag.

Good for 250 uses, the GUM® Dolphin 250 Advancing Flosser provides consumers with approximately two times more uses than that of regular floss and uses 86 percent less plastic compared to the same amount of daily use with flossers.

The GUM® Dolphin 250 Advancing Flosser comes in three colors: blue, green and orange. Its angled design easily reaches back teeth, and its comfort grip allows for control while flossing.

Visit GUMbrand.com to find a retail location near you.

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® brand of professional dental products and GUM® 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® and GUM® 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.

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