



Sunstar Americas, Inc.
4635 W. Foster Ave.
Chicago, IL 60630
Tel: 1-800-528-8537
www.SunstarAmericas.com

FOR IMMEDIATE RELEASE

For more information:

Katie Mulloy, 773-481-3389
katie.mulloy@sunstar.com

Maureen Rootz, 314-982-9136
maureen.rootz@fleishman.com

Are You Guilty of Exaggerating the Truth to Your Dentist?

GUM® Eez-Thru® Angle Flossers Make Flossing Easy

CHICAGO – February 19, 2010 – Sunstar Americas, Inc. has made it easy for consumers to floss more frequently with the introduction of the GUM® Eez-Thru® Angle Flossers with “Just Brushed Mint” flavoring.

Flossing is one of the best ways to help prevent cavities, gingivitis and other dental problems, but according to dentists, only 15 percent of patients floss regularly. With an angled head and a “just brushed” mint flavor, these flossers transform the most neglected grooming habit into the simplest of tasks — eliminating the need for patients to stretch the truth to their dentists about how often they floss.

The GUM® Eez-Thru® Angle Flossers eliminate common complaints about standard floss as there is virtually no shredding and the angled head makes it easy to reach molars. Fresher breath is achieved through the intense flavoring and the removal of odor-causing plaque.

“Results of a recent study showed that the GUM® Eez-Thru® Angle Flossers actually increased the desire to floss in eight out of 10 patients.” Lily Kunz, director of retail marketing for Sunstar Americas said. “We [Sunstar Americas, Inc.] are so confident that consumers will love their Eez-Thru® Angle Flossers that we are offering a money-back guarantee.”

The GUM® Eez-Thru® Angle Flossers are available at most major retailers or online at GUMbrand.com.

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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