



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

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For more information:

Jena Muasher, 773-481-6880
Jena.muasher@sunstar.com

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

New GUM® On-The-Go Toothbrush Designed for Clean, Compact Travel

CHICAGO – February 9, 2010 – Sunstar Americas, Inc., manufacturer of GUM® and Butler® brand products and a leader in providing advanced oral care products to professionals and consumers worldwide, introduced GUM® On-The-Go toothbrush to stores nationwide.

The product features a unique trifold design in which the brush head conveniently folds into the ventilated handle to allow excess moisture to escape and encourage clean and compact travel.

Also, its anti-bacterial bristles are protected to stay fresh between uses.

“Trends indicate that people still travel, but are cautious economically.” Lily Kunz, director of retail marketing for Sunstar Americas said. “We want to help consumers on packing space and affordability with this clean and compact travel toothbrush.”

Designed for effective plaque removal on tooth surfaces and below the gumline, GUM® On-The-Go toothbrush also features Dome Trim™ bristles clinically proven to fight gingivitis. These raised center bristles form a domed cleaning surface for easy access and a comfort thumb pad ensures ease and control while brushing. GUM® On-The-Go toothbrush comes in four colors: blue, green, purple and orange.

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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