

Butler Launches Innovative Prophyciency Prophy Angle at ADA Conference

New Technology Provides More Efficient Way to Clean & Polish Teeth Without Paste

(October 9, 2014) Chicago, IL — www.prophyciency.com — Sunstar Americas, Inc. announced the debut of its new Butler® Prophyciency™ Prophy Angle with ButlerBloom™ Contouring Cup at the 2014 American Dental Association Annual Meeting in San Antonio, TX. The revolutionary new prophy angle has polishing and stain-removing agents incorporated right into the cup. This results in a more efficient cleaning & polishing process because no separate prophy paste is required.



Prophyciency Prophy Angles feature a flexible flower-shaped cup that easily contours to all tooth surfaces during the cleaning and polishing process - facial, lingual, interproximal and sub-gingival. In an independent in vitro study,* the Clean & Polish version of Prophyciency Prophy Angles provides superior stain removal compared to the leading brand of prophy angle used with the leading brand of prophy paste.

The patent-pending technology provides dental professionals with better visibility and virtually no splatter during the prophylaxis process because there is no prophy paste in the mouth. All of this leads to a more satisfying cleaning and polishing experience for the patient.

“We’re thrilled to offer dental professionals an innovative product that will be a ‘game changer’ for their practice.” said Evelina Leece, Sr. Marketing Manager, Sunstar Americas, Inc.. “Butler Prophyciency Prophy Angles provide superior benefits to both the practitioner and patients and are sure to revolutionize the prophylaxis procedure.”

Almost ¾ of Dental Professionals Say Prophyciency Enhances Prophylaxis Process

During independent testing at Indiana University Purdue University Indianapolis (IUPUI)*, results showed that the Clean & Polish version of the Butler Prophyciency Prophy Angle removed significantly more stains than the leading brand of prophy angle used with the leading brand of prophy paste. In an in-office use test with nearly 1,000 patients, almost ¾ of dental professionals that used the Prophyciency prophy angle agreed it would be beneficial to their polishing procedure and patient care.

Specifically, dental professionals found that Prophyciency Prophy Angles can enhance their prophylaxis procedure in several ways:

- No need to go back and forth to reload prophy paste into a cup
- Patients do not have to rinse as much, which both professionals and patients in the study agreed seemed to save time during the procedure
- Clean up was faster
- There was less mess

78% of Patients Prefer Prophyiciency Cleaning and Polishing Experience to Traditional Method

78 percent of patients surveyed from the same in-office use test said they were satisfied with and preferred a Prophyiciency prophy angle prophylaxis cleaning and polishing versus the traditional procedure of using prophy cups and paste together. Overall, patients felt that it was a more enjoyable and comfortable experience than the traditional method, which uses paste. Additionally, 87% of patients agreed that the experience was less messy with no splatter and 85% of patients agreed that there was no grit left on teeth or in the mouth.**

Available in Clean & Polish and Polish Versions

Butler® Prophyiciency™ Prophy Angles with ButlerBloom™ Contouring Cup are available in two versions – Clean & Polish and Polish. The Clean & Polish version has additional polishing and stain removing agents incorporated in the cup for more effective stain removal compared to the leading brand of prophy angle used with the leading brand of prophy paste. The Polish version provides a great polishing experience for patients who have little or no staining who just need a polishing to complete the prophylaxis. It also has the ButlerBloom™ Contouring Cup, designed to more easily adapt to the shape of the tooth surface. For more information on Prophyiciency, visit www.prophyiciency.com.

ABOUT SUNSTAR AMERICAS, INC.

Chicago-based Sunstar Americas, Inc. is a member of the Sunstar Group of companies and provides quality oral care products under the Butler®, GUM® and Guidor® brands. Sunstar, a global organization headquartered in Switzerland, has been providing research-based products and services in 90 countries for over 80 years. 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.

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* Data on file. IUPUI In Vitro Study – Clean & Polish vs the leading prophy angle used with the leading prophy paste.

** Data on file. Quantitative In-Office Use Test.