

Sunstar Americas, Inc.

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FOR IMMEDIATE RELEASE:

Sunstar Americas, Inc. Challenges Consumers to Address the Diabetes, Dental Health and Diet Connection

CHICAGO, Illinois (November 1, 2011) - In honor of National Diabetes Awareness Month, oral healthcare company Sunstar Americas, Inc., manufacturer of GUM® branded oral care products, has partnered with celebrity nutritionist, author and motivational speaker Robert Ferguson to create The GUMline to Waistline Challenge!

The GUMline to Waistline Challenge is an exciting eight-week initiative focusing on the correlation between oral health and diabetes management.

Starting November 1, 2011, registered participants will be provided with the information and tools needed to improve their oral health, reduce fat and embrace a healthier lifestyle.

Participants will receive step by step instructions on establishing and achieving realistic weight loss goals, a *Diet Free Life* Workbook and Journal, daily nutrition and exercise tips, and optional additional support by SMS and email.

“For everyone, the link between oral health and overall health is important to consider – but this relationship is particularly crucial when patients are at high risk for diabetes,” said Dan Descary, Managing Director of Sunstar Americas, Inc.

“The Gumline to Waistline Challenge is an opportunity for patients to learn about this link while challenging themselves to adopt changes and new habits that can help manage or prevent the onset of diabetes.”

Registration is currently open to individuals, groups and families! To register, log on to www.dietfreelife.com and become a member using the discount code: GUM - or call (805) 642-8440. The outcome? Better oral health and a healthier you!

Participants in the GUMline to Waistline Challenge as well as other interested parties are encouraged to listen and participate in weekly radio webinars hosted online at www.dietfreelife.com.

Sunstar Americas, Inc. and Robert Ferguson are excited to raise awareness of the relationship between oral health and total health, and to offer a plan that connects the dots between the gumline and the waistline.

About Sunstar Americas, Inc.

Chicago-based Sunstar Americas, Inc., (formerly, John O. Butler Company) is a member of the Sunstar Group of companies, a global organization headquartered in Switzerland that serves oral health care professionals and consumers in 90 countries around the world.

Sunstar's mission is to enhance the health and well-being of people everywhere via its four business areas: mouth and body, healthy and beauty, healthy home and safety and technology.

Contact:

Please direct any additional questions or comments to lori@dietfreelife.com

To schedule an appearance or interview with Robert Ferguson, call Wyllisa Bennett at 310-266-9704, email wyllisa@aol.com OR Steve Allen at 661-255-8283, email media@steveallen.net