

News Release

Media Contact:

Erin Foster / Lanmark360
efoster@lanmark360.com
Phone 732-389-4500 x128

For Immediate Release

Sunstar Americas Introduces G·U·M® PerioShield™ Oral Health Rinse

Oral Health Rinse Clinically Proven and FDA Approved to Reduce Plaque and Prevent Gingivitis

Chicago, IL (May 13, 2011) – Sunstar Americas, Inc., a proud member of the globally trusted Sunstar Group of Companies that manufactures and markets innovative dental care products under the Butler®, G·U·M®, and Guidor® brands, unveiled its New G·U·M® PerioShield™ Oral Health Rinse at this year's California Dental Association (CDA) 2011 Spring Scientific Session.

Representing a significant advance in the treatment and prevention of gingivitis treatment, G.U.M. PerioShield represents a next generation solution to achieving and maintaining a healthy mouth. G.U.M. PerioShield Oral Health Rinse inhibits bacterial adhesion to tooth surfaces, serves as an adjunct to normal mechanical oral hygiene, and provides dental professionals and patients alike with a much-needed tool for the prevention of plaque and gingivitis that could lead to periodontitis.

Unlike other commercial antiseptic rinses currently on the market, G.U.M. PerioShield provides a unique, plaque-blocking technology which forms a shield to help prevent bacterial plaque from adhering to tooth and gum surfaces. This process of mechanically blocking the plaque from attaching and colonizing has been clinically proven to help prevent and treat gingivitis – a key predecessor of periodontitis. The product is recommended for patients with heavy plaque and chronic gum inflammation.

“Sunstar is committed to providing dental professionals and their patients with a portfolio of products that meet the unique needs of the patient,” remarked Dan Descary, Managing Director, Sunstar Americas. “The addition of PerioShield, with its unique plaque-inhibiting and clinically proven gingivitis-reducing properties, is a major step toward that goal.”



(2)

G.U.M. PerioShield Oral Health Rinse contains the proprietary ingredient, delmopinol hydrochloride 0.2%, which not only prevents bacteria from forming the glucan/polysaccharide film necessary for adherence but also disrupts existing plaque biofilm, making it easier to remove. It creates an invisible protective shield around the teeth and gingiva to continually repel plaque and pathogenic bacteria.

Rinsing with G.U.M. PerioShield Oral Health Rinse twice a day (morning and evening) for 30 seconds has been clinically proven to reduce plaque and treat gingivitis, which can help prevent periodontitis*. The product's low 1.5% alcohol content is beneficial for patients who prefer or require a low-alcohol oral rinse, and is safe and effective for long-term use.

G.U. M. PerioShield Oral Health Rinse will be commercially available this August to Dental Professionals and to patients and consumers through their local pharmacy. For more information about PerioShield Oral Health Rinse, visit www.sunstaramericas.com or GUMbrand.com.

*Data available on request.

About Sunstar Americas, Inc.

Chicago-based Sunstar Americas, (formerly, John O. Butler Company) is a member of the Sunstar Group of companies, a global organization headquartered in Switzerland that serves health care professionals and consumers in 90 countries around the world. Sunstar's mission is to always strive to help people everywhere achieve better health and enhance their quality of life.

###

