

## Sunstar Americas, Inc.

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**FOR IMMEDIATE RELEASE:**

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### **Sunstar GUM® Announces GUM® *Star Wars*™ Toothbrushes for Children**

**CHICAGO, Illinois (February 8, 2012)** – Sunstar Americas, Inc., manufacturer of GUM® and Butler® brand products and a leader in providing advanced oral care products to professionals and consumers worldwide, is excited to launch the GUM® *Star Wars*™ line of toothbrushes.

This new line of toothbrushes features three different products that come in unique character designs:

- The **GUM® *Star Wars*™ Lightsaber™** toothbrush is lightsaber-shaped and flashes for 60-second intervals to encourage longer brushing, plus interdental trim bristles align with the interdental arch to gently remove plaque between teeth.
- The **GUM® *Star Wars*™ Manual** toothbrush features a Dome Trim® bristle design, clinically proven to provide exceptional plaque removal on tooth surfaces and clean below the gum line.
- The **GUM® *Star Wars*™ Power** toothbrush features ultra-soft oscillating bristles that gently massage gums and clean teeth, along with a suction cup base that reduces counter clutter and helps keep the brush head clean.

A national survey of dentists finds that making brushing fun, and the type of toothbrush used, can help motivate children to brush their teeth and establish healthy dental habits.

#### **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.

For additional information, please visit [www.GUMbrand.com](http://www.GUMbrand.com)

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