



**POWER RANGERS, LALALOOPSY™ AND “HOW TO TRAIN YOUR DRAGON 2™” CHARACTERS STAR IN SUNSTAR AMERICAS’ THREE NEW LINES OF LICENSED TOOTHBRUSHES**

*On Shelf in April 2015, Parents and Kids Alike Will Find It Hard to Resist Toothbrushes with their Favorite Power Rangers, Lalaloopsy™ and DreamWorks Animation’s How to Train Your Dragon 2™ Characters*

Chicago, IL (October 22, 2014) – Sunstar Americas, Inc., a leading global oral healthcare company and the makers of the GUM brand of oral care products, announced today the addition of three new lines of children’s toothbrushes featuring characters from Saban’s Power Rangers, Lalaloopsy™ and DreamWorks Animation’s How to Train Your Dragon 2™. On shelf by April 2015, these fun new toothbrushes will expand the Sunstar GUM® existing kid’s oral care portfolio and join the full line of [GUM® Crayola™](#) toothbrushes, toothpaste and flossers.

“With the help of some of today’s most popular licensed characters, Power Rangers, Lalaloopsy™ and DreamWorks Animation’s How to Train Your Dragon 2™, parents will be able to make brushing more fun for their children and help them build healthy oral care habits with this new line of manual, power and light-up toothbrushes,” said Matt Moon, Senior Manager, Commercialization at Sunstar Americas, Inc.

The GUM® Power Rangers line, based on Saban’s iconic franchise, features the Red, Blue and Black Power Rangers Dino Charge. The toothbrushes are offered in two styles, a battery-operated power toothbrush with oscillating bristles and a manual light-up toothbrush. The manual light-up toothbrush features a one-minute flashing timer light with Sunstar’s patented suction cup integrated activation switch. Dental professionals recommend brushing for two minutes and the flashing timer light teaches children to brush for one minute on each half of the mouth. Kids will relate to the design of the heroic Power Rangers that morph tooth brushing into an exciting adventure. Power Rangers toothbrushes will be available for the suggested retail price of \$4.99 – \$6.49 for the power toothbrushes and \$2.80 – \$3.40 for the light-up toothbrushes.

The GUM® Lalaloopsy™ license is Sunstar’s first line of toothbrushes designed specifically for girls, based off of one of the most successful doll lines with a hit TV show. These favorite Lalaloopsy™ doll characters are available in both manual and light-up toothbrushes. The manual toothbrushes, with a built-in tongue cleaner and a unique, easy-to-hold handle shape, feature Tippy Tumbelina™, Crumbs Sugar Cookie™, Spot Splatter Splash™ and Mittens Fluff and Stuff™. Girls who love characters Blossom

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Flowerpot™, Pillow Featherbed™ and Bea Spells-a-Lot™ will delight in the light-up toothbrushes, which showcase the same features as the GUM® Power Rangers™ light-up toothbrush. The Lalaloopsy™ toothbrushes are available for the suggested retail price of \$3.60 – \$4.10 for a twin pack of the manual toothbrushes and \$2.80 – \$3.40 for the light-up toothbrushes.

From the critically acclaimed movies and TV shows, the GUM® DreamWorks Animation's How to Train Your Dragon 2™ manual toothbrushes feature three favorite dragons: Toothless, Stormfly, and Meatlug and their respective riders, Hiccup, Astrid, and Fishlegs. These unique toothbrushes also come with a built-in tongue cleaner and an easy-to-hold handle shape that even the smallest hands can grasp. DreamWorks Animation's How to Train Your Dragon 2™ toothbrushes are available for the suggested retail price of \$3.60 – \$4.10 for a twin pack.

All three character lines offer soft, raised inner bristles on the Dome Trim® brush head design which provides exceptional plaque removal while also cleaning below the gumline. The suction-cup base holds the toothbrush upright, helping to keep bristles clean and reduce counter clutter.

“We designed this dynamic line of licensed toothbrushes to create an exciting and engaging brushing experience for children with a little help from their favorite characters,” said Moon.

To purchase or learn more about GUM® products, please visit [www.GUMbrand.com](http://www.GUMbrand.com).

**About Sunstar Americas, Inc.**

Chicago-based Sunstar Americas, Inc. is a member of the Sunstar Group of companies. Sunstar, a globally recognized leader in the oral care industry, has been providing research-based products and services in 90 countries for over 80 years. The company is committed to partnering with dental professionals and scientists to enhance the health and well-being of people everywhere. Sunstar manufactures an extensive line of preventive and therapeutic products under the brands GUM®, BUTLER® and GUIDOR®.

For more information about Sunstar and its products, please visit <http://www.sunstar.com>, or <http://www.gumbrand.com>.

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