

FOR IMMEDIATE RELEASE

Sunstar and Pennwell to Launch *RDH Graduate* e-Newsletter

Monthly e-newsletter to target dental hygiene students and new graduates

SCHAUMBURG, ILLINOIS, December 7, 2016— Sunstar Americas announced today that it is joining forces with PennWell's *RDH* magazine to launch a new monthly e-newsletter in January 2017. Called *RDH Graduate*, the e-newsletter's content will target recent dental hygiene graduates as well as dental hygiene students.

"Students and new graduates are the future of our remarkable profession," said Jackie Sanders, Manager of Professional Relations for Sunstar. "We are looking forward to working closely with our friends at *RDH* to provide these up and coming dental hygiene professionals with information and tools that can help make their careers as productive and rewarding as possible." She added that each month's edition will have a focused theme, opportunities to receive free product and win prizes, and even a chance to be a guest author.

"We are very excited by the partnership we have with Sunstar," said Craig Dickson, publisher of the dental group at PennWell. "Our objective has always been for *RDH Graduate* to meet the information needs that newcomers to the dental hygiene profession have. Sunstar, which also collaborates with us on the Sunstar/*RDH* Award of Distinction program, feels the same way about giving the right tools for the newest members of the profession to use. As a result, we have been putting our heads together in a collaborative fashion to develop content for the *RDH Graduate* audience, and I am very encouraged by the progress that the two companies have made."

Dental hygiene students and recent dental hygiene graduates can sign up for the *RDH Graduate* e-newsletter at <http://www.rdhmag.com/news-letter.html>.

For more information about Sunstar, please visit <http://www.gumbrand.com/>.

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About Sunstar Americas

Sunstar Americas, Inc. 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, health and beauty, healthy home, safety and technology. Sunstar Americas, Inc. provides quality oral care products under the GUM®, Butler® and GUIDOR® brands.

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