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## **GUM Brand Upgrades and Extends Manual Toothbrush Lines to Help Consumers Meet Key Cleaning Objectives by Dental Health Professionals**

**CHICAGO – July 2011** — Sunstar Americas, Inc., an industry leader in providing professional quality oral healthcare products directly to consumers, is expanding and updating its GUM Brand manual toothbrush offerings to help consumers more easily perform proper oral healthcare habits at home.

Its long-standing partnership with dental professionals has helped Sunstar develop high-performance toothbrushes in key cleaning areas: above the gum line, below the gum line and between teeth.

“We’ve done significant performance testing on our brands against leading competitive brands, and consistently GUM brand toothbrushes outperform the competition,” said Nikki Lockett, senior marketing manager for Sunstar Americas.

Improvements to the toothbrush lines focus on bristles that clean better and modern updates to the handle design that promote the proper brushing technique, as well as improved comfort.

### **Micro Tip® and Super Tip®**

Both toothbrushes have been updated with bold colors for a contemporary look and a redesigned, more ergonomic handle for a more comfortable grip.

The GUM Micro Tip toothbrush with Dome Trim® design has 70 percent more micro-feathered bristle tips that clean nine times deeper below the gum line than the leading toothbrush for a more effective, yet soft, clean. The interdental bristle trim allows the toothbrush to remove plaque between teeth as well.

The GUM Super Tip toothbrush has been reintroduced with an added tongue cleaner to remove odor-causing bacteria and an improved, fuller Super Tip feature to help users easily clean hard-to-reach areas. The combination of outer bristles and Dome Trim bristles simultaneously clean the tooth surface, while reaching below the gum line and massaging the gums, helping the Super Tip outperform the leading toothbrush.

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### **Technique Series**

For those looking to significantly improve their gum health, the GUM® Technique® Deep Clean toothbrush has deep cleaning bristles that reach where conventional bristles cannot. These unique tapered bristles reach four times deeper below the gum line than the leading competitor, providing consumers with the deepest clean possible from brushing alone. Its patented Quad-grip® handle helps position the brush at the proper 45 degree angle for optimal cleaning. The bristle and handle combination gives consumers the best solution for removing plaque and bacteria below the gum line.

*Tapered Bristles*



The Technique line is completed with additional options to satisfy a variety of consumer needs with the Sensitive Care and Complete Care toothbrushes. Each design has GUM's Dome Trim bristles, which are clinically proven to clean below the gum line where periodontal disease starts, as well as the Quad-grip handle to encourage proper brushing technique.

For those looking for a gentle, yet effective clean, the Technique Sensitive Care toothbrush has extra soft

bristles in a unique, interdental design so that sensitive teeth and gums are protected. Those looking for an all-around-clean will find that the GUM Technique Complete Care is perfect. Its multi-level, Super Tip bristles clean deep between the teeth, below the gum line and in those pesky, hard-to-reach areas to remove plaque for a complete clean.

GUM brand toothbrushes are recommended by more than half of dental offices nationwide and available at most major drugstores.

For more information on toothbrushes or other GUM brand products visit [www.GUMbrand.com](http://www.GUMbrand.com).

#### **About Sunstar Americas, Inc.**

Chicago-based Sunstar Americas, which serves the Americas, is part of the Sunstar Group of companies, a global organization founded in Japan in 1941 which now has worldwide sales of over \$1 billion. The company has offices in 15 countries and four major geographic divisions. Sunstar's mission is to always strive to help people everywhere achieve better health and enhance their quality of life via its four business areas: mouth and body, health and beauty, healthy home and safety and technology. The company is proud of its global partnership with dental professionals to develop a better understanding of the potential links between oral health, general health and quality of life. Sunstar's well-known Butler® brand of professional dental products and GUM® brand of consumer oral hygiene products have been two of the dental profession's most trusted and recommended brands for more than 60 years. Butler and GUM products are designed in consultation with dental professionals and manufactured to the highest quality standards, assuring product excellence and patient satisfaction. For additional information, please visit [www.GUMbrand.com](http://www.GUMbrand.com).

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*Note to editors: Individual jpeg images of the product are available. Please contact Rebecca Muehling at [rebecca.muehling@fleshman.com](mailto:rebecca.muehling@fleshman.com) with request, and a photo promptly will be e-mailed back.*