

FOR IMMEDIATE RELEASE

For more information:

Ann Foppe, 773-481-3343
ann.foppe@sunstar.com

Maureen Rootz, 314-982-9136
maureen.rootz@fleishman.com

Patented Triple-Action Gel Provides Guaranteed Maximum Relief From Canker Sores

CHICAGO – October 22, 2009 – Individuals suffering from painful canker sores have long turned to GUM® Canker-X Gel for relief. Now, dental offices can order Canker-X in bulk and provide their patients with the best treatment available for canker sores.

Made without alcohol or benzocaine, this gel from Sunstar Americas, Inc. promotes healing without the stinging associated with other products. Canker-X is easy for patients to use and is convenient for travel. The aloe-based gel is applied directly to the infection site, reducing swelling and providing maximum relief that lasts for hours.

Also known as aphthous ulcers, canker sores can be extremely painful and often interfere with simple tasks like eating and talking. Some dental work, such as braces, can increase the incidence of canker sores, making it especially important for oral health professionals to have an effective treatment available to patients in the office.

"We are happy that Canker-X will now be available in bulk for distribution at professional dental offices. Whether a patient's canker sore has been caused by dental work or not, that patient needs relief, and we have seen Canker-X Gel provide that relief," said Ann Foppe, professional marketing director for Sunstar Americas, Inc. "Providing Canker-X through dental offices continues Sunstar's tradition of offering a full line of products to meet a patient's needs in the office."

GUM® Canker-X Gel can now be purchased in bulk by professionals in a box containing 36 sachets for an introductory price of \$21.99 per box.

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 that 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 enhance the health and well-being of people everywhere 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.

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