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**STUDY REVEALS CONSUMERS WANT TO BUY PRODUCTS THAT
DENTAL HYGIENISTS RECOMMEND**

www.Gumbrand.com offers robust suite of dental products for consumers

CHICAGO, February 4, 2009 – Sunstar Americas, Inc., an international leader in mouth and body care products, has commissioned a survey by Mintel International Group Limited to demonstrate consumers' desires to purchase products recommended by their dental hygienists.

The 1,957 people who participated in the online survey distributed in March of 2007 were asked about their relationship with their dental hygienist; the majority said they trust their dental professionals completely. What's more, 81 percent said they trust the product recommendations of their dental hygienist.

The study also found that women are more likely to visit their dental hygienist than men (47 percent to 39 percent), and that 69 percent of those women are more likely to shop for oral care products for themselves and the entire household.

"We know how hard dental hygienists work to educate their patients on the appropriate products to use, and this confirms patients are listening," said Ann Foppe, Professional Marketing Director of Sunstar Americas, Inc. "Gumbrand.com has our entire suite of products online and is perfect for patients who are having a hard time finding the product recommended by their dental hygienist. It's a quick and easy shopping experience, with everything in one location."

The upgraded Web site is not only easy to navigate, it has product and oral health information for consumers as well as dental professionals. There are downloadable product pages which dental hygienists can use to check off recommendations and give to their patients as a reminder on which products to buy. A small tip card directing patients to the Web site is also available to download.

For these tools and to purchase Sunstar Americas, Inc. products, go to www.Gumbrand.com

About Sunstar

Chicago-based Sunstar Americas, which serves North and South America, is part of Sunstar Inc. a global corporation 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 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-know 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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