

Sunstar Introduces Summit Toothbrush for a New Level of Clean

GUM brand tradition of innovation continued with superior toothbrush that cleans 6x better than competition

CHICAGO – February 22, 2008 –Sunstar Americas, Inc., manufacturer of GUM® and Butler® brand products and a leader in providing advanced oral care products to professionals and consumers worldwide, today introduced the innovative, technologically-advanced Summit™+ toothbrush that ‘out cleans’ the competition. The Summit+ was designed specifically for everyday superior cleaning and gentleness with specific advantages for periodontal cases, as well as around crowns, bridges, implants and esthetic restorations.

The Summit+ features a bi-level bristle design with Extremely Tapered Bristles (ETB) for gentle, multi-level cleaning that scientific laboratory tests show statistically to be *six times* more effective than its competitors. The ETB has shown to penetrate deeply and easily into the sulcus and along the gingival margin to provide superior plaque removal and cleaning in areas not reached by other brushes. The Summit+ adds a second level of bristles that more effectively clean exposed surfaces for exceptional multi-level cleaning.

Independent scientific laboratory testing* shows Summit+ statistically outperforms competition in cleaning and plaque removal subgingivally, along the gingival margin and interproximally.

- Subgingival Access Efficacy Test: The GUM Summit+ compact toothbrush is significantly more effective than the conventional competitive toothbrush. Summit+ bristles penetrated 2.8 mm into the sulcus versus 0.6 mm for the other brush.
- Gingival Margin Cleaning: The GUM Summit+ toothbrush is significantly superior to a leading brand of a competitive toothbrush, removing 8.0 mm of artificial plaque deposits versus 1.2 mm for the competitive brush.
- Interproximal Access Efficacy (IAE): The overall IAE mean for the GUM Summit+ compact toothbrush is statistically higher than the overall mean for the conventional competitor (overall mean is the combined horizontal and vertical brushing scores). Summit+ provided deeper access into interproximal areas (score 1.45) than the competitive brush (score 0.89).

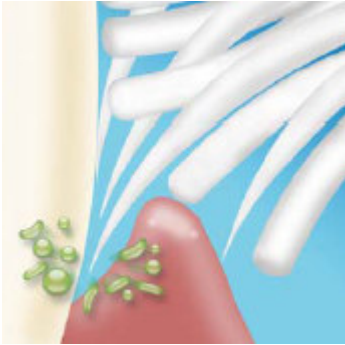


Illustration Caption: The unique bi-level design of Summit+ allows for superior cleaning and plaque removal.

“The Summit+ offers enhanced cleaning performance that is exceptionally gentle on gums and tissue,” said Bill Jacobs, trade marketing and product manager for Sunstar. “It is designed, down to its soft-grip handle, to maximize cleaning efficiency and plaque removal while minimizing hand fatigue and discomfort for users.”

In keeping with Sunstar’s adherence to professional standards and oral hygiene requirements, Summit+ goes beyond the manual toothbrush industry’s accepted standard of clean.

About Sunstar

Sunstar was founded in Japan in 1941 and has worldwide sales of over \$1 Billion. The company has offices in 15 countries and four major geographic divisions including Chicago-based Sunstar Americas, Inc., which serves North and South America. 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 80 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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