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New Probiotic Supplement Helps Consumers Fight Unhealthy Teeth and Gums *Exclusive Probiotic Works Naturally to Restore Oral Health*

CHICAGO – January 30, 2009 – Sunstar Americas, Inc., manufacturer of GUM® and Butler® brand products, has introduced GUM® PerioBalance™, one of the first probiotic supplements specifically created for oral health. Bartell Drugs will be the exclusive carrier of GUM® PerioBalance™ in the Seattle area.

GUM® PerioBalance™ is a daily dental probiotic supplement that comes in a mint flavored lozenge and is made with Prodentis™. Prodentis™, the patented key ingredient in GUM® PerioBalance™, is a unique blend of probiotics specifically formulated to provide oral health benefits by balancing the oral environment. It is clinically shown to reduce moderate-to-severe plaque and promote healthy teeth and gums in just 28 days.

Probiotics are beneficial or “good” bacteria, which can help strengthen the natural defense system against oral health problems.

“Stress, illness, poor diet, or inadequate oral hygiene can disrupt oral balance, allowing bad bacteria to thrive leading to oral health problems like plaque buildup, unhealthy teeth and gums, and bad breath*,” said Nikki Lockett, Sunstar Americas, Inc. marketing manager. “When taken daily, Gum® PerioBalance™ helps keep the oral environment balanced, providing a natural defense against oral health problems.”

Prodentis™ was specifically designed for oral health and helps to balance the oral environment, providing long-lasting, sustained protection when ingested and used regularly.

“GUM® PerioBalance™ is a cutting edge product for re-establishing the normal balance of oral flora naturally,” Professor John G. Thomas, MS, PhD, HCLD, international educator and global microbiologist said. “I am excited by the research on GUM® PerioBalance™ which indicates its potential to help maintain a strong defense against unhealthy teeth and gums, plaque, and bad breath.”

The recommended dosage is one lozenge per day, but, as always, consumers should continue to brush and floss for good oral hygiene.

GUM® PerioBalance™ is lactose free and can be taken with other medications, foods, or dietary supplements.

GUM® PerioBalance™ comes in a 28-day pack and can be purchased at the drugstore.com web store, the GUM® PerioBalance™ e-store (www.periobalance.com), or at Bartell Drugs for a suggested retail price of \$24.99.

*** These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

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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-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.