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### CONTACT:

Deborah M. Lyle, RDH, MS  
Water Pik, Inc.  
973-644-0711  
[dlyle@waterpik.com](mailto:dlyle@waterpik.com)

### **WATERPIK® WATER FLOSSER IS MORE EFFECTIVE THAN FLOSS FOR IMPROVED GINGIVAL HEALTH**

**Fort Collins, CO (February 22, 2010)** – The hunt for an easy, effective product to replace floss for non-compliant patients is over. A new clinical study conducted at the University of Amsterdam, Academic Center for Dentistry, found that the Waterpik® Water Flosser with either the Classic Jet Tip or the Plaque Seeker™ Tip was significantly better than traditional floss in reducing gingival bleeding. The results of this study support previous findings from the University of Nebraska that reported significantly better results for bleeding and gingivitis compared to flossing.

The single blind, parallel, 30 day clinical trial included 104 subjects randomly assigned to one of three groups: Group 1 – manual toothbrush and Waterpik® Water Flosser with Classic Jet Tip; Group 2 – manual toothbrush and Waterpik® Water Flosser with Plaque Seeker Tip™; and Group 3 – manual toothbrush and waxed dental floss. Subjects brushed twice a day and used a Waterpik® Water Flosser plus assigned tip or dental floss once in the evening. Written and verbal instructions were given and the subjects were told to refrain from using any additional oral hygiene aids. Data was collected by two calibrated examiners at baseline, 14 days, and 30 days.

Study results demonstrated that when combined with manual toothbrushing, the Waterpik® Water Flosser is superior to floss for reducing gingival bleeding. At the end of the study the Water Flosser groups showed a significant reduction in bleeding and the flossing group showed no change from baseline. The study demonstrated up to two times better improvement in gingival health for the Water Flosser groups compared to

floss in only two weeks. The differences between the Water Flosser groups and floss were even more dramatic at 30 days.

The Waterpik® Water Flosser is a more effective alternative to traditional dental floss for reducing gingival bleeding and improving gingival health for patients who will not or cannot floss. Help your patients prevent disease by recommending a device that is easy to use and effectively cleans interdentally and subgingivally.

Water Pik, Inc.  
1730 E. Prospect Rd.  
Fort Collins, CO 80553  
Website: [www.professional.waterpik.com](http://www.professional.waterpik.com)  
Email: [professional@waterpik.com](mailto:professional@waterpik.com)  
800-525-2020