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## **WATER PIK INTRODUCES THE NEW PLAQUE SEEKER™ TIP**

**Fort Collins, CO (February 22, 2010)** – Introducing the newest addition to the Waterpik® Water Flosser line – the *Plaque Seeker™ Tip*. A recent study conducted at the University of Amsterdam showed the Plaque Seeker™ Tip is safe and effective; demonstrating superior reduction in bleeding compared to flossing.<sup>1</sup>

The Plaque Seeker™ Tip features three individual tufts of soft nylon bristles designed to remove even more plaque biofilm from hard to reach areas. The tip is included with the Waterpik® Ultra Water Flosser or the Cordless Plus Water Flosser. The Plaque Seeker™ Tip is recommended for patients with implants, crowns, bridges, veneers, or for general cleaning.

Now you have multiple tip choices to meet all your patients' needs. The Plaque Seeker™ Tip joins our extensive line of accessories that include the Classic Jet Tip, Orthodontic Tip, Pik Pocket™ Tip, Toothbrush Tip, and Tongue Cleaner.

Water Pik, Inc. supports the dental professional with excellent value, quality products, professional programs, and outstanding customer service. Visit our newly designed website at [www.professional.waterpik.com](http://www.professional.waterpik.com) to find out more about Waterpik® products, special promotions, or take advantage of complimentary continuing education programs and patient education brochures, which include a \$5.00 rebate.

1. Rosema NAM et al. Study conducted at the University of Amsterdam. Submitted for publication.

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