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WATER PIK, INC INTRODUCES THE EVOLUTION OF FLOSS

A New Name: The Waterpik® Water Flosser

An Easier and More Effective Alternative to Traditional Dental Floss

FORT COLLINS, Colo. (February 22, 2010) – Water Pik, Inc. has announced the re-positioning of the company’s flagship oral care product – as the Waterpik® Water Flosser. Leveraging the trusted Waterpik® brand name, technology and unique design, the company is introducing the Waterpik® Water Flosser in an effort to help patients understand the true purpose of a Waterpik®, and to support professional recommendations to patients who don’t like to floss.

Recent Waterpik® research has shown that people are often confused by the terms oral irrigator or dental water jet, and don’t understand how it fits into their oral hygiene routine. As a result, Water Pik, Inc. developed a product name that will convey that the Waterpik® Water Flosser is an easier and more effective alternative to traditional string floss.

“This month we will embark on one of the most exciting initiatives in the 45 year history of our Oral Care business,” said Richard Bisson, President and CEO of Water Pik, Inc. “At the Chicago Midwinter Dental Meeting we will re-launch our flagship product as the Waterpik® Water Flosser! The term Water Flosser clearly conveys that it’s an alternative to flossing, and this is supported by a growing body of evidence demonstrating that the Waterpik® Water Flosser is indeed a clinically proven alternative to traditional floss.”

“Prior to making this decision, we also conducted research with dental professionals and found the professional community to be very supportive of the idea,” Bisson added.

“The name change to the Waterpik Water Flosser is fantastic because that’s exactly what it’s used for,” said Denver-area Orthodontist Dr. Anil Idiculla. “It typically in our practice replaces flossing.” Cristina Bordabeheres, a hygienist from Chicago agreed: “The name Water Flosser is direct and to the point. It tells you what it does and how it does it. You can’t get any more basic than that.”

Dr. Jon Suzuki, Associate Dean, Graduate Education, Research, and International Affairs at Temple University added, “The message that I’d like to give to my fellow dental professionals is that the Water Flosser has been proven to be an effective adjunctive means to remove interproximal dental plaque and reduce gingival inflammation and bleeding.”

Water Pik, Inc. unveiled the new Waterpik® Water Flosser at the Chicago Midwinter Dental Meeting (Booth #1227). For more information please visit, www.waterpik.com.

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About Water Pik, Inc.

Water Pik is a leading developer, manufacturer and marketer of innovative personal healthcare products sold under the Waterpik® brand name. The Company has developed and introduced many products that are considered the first of their kind and have led to the formation of new markets, including the dental water jet, power flosser and pulsating shower massage. With the number one recommended dental water jet, the Waterpik® brand is one of the most trusted oral health brands of dental professionals throughout the world. The Company's products are sold through a variety of channels, including mass-merchandisers, drug store chains and specialty retailers. Headquartered in Fort Collins, CO, the Company operates facilities in the United States, Canada and the United Kingdom. For more information, visit the Water Pik, Inc. Web site at www.professional.waterpik.com.

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