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WATERPIK® WATER FLOSSER SIGNIFICANTLY MORE EFFECTIVE THAN AIR FLOSS FOR IMPROVED GINGIVAL HEALTH

FORT COLLINS, COLORADO. (February 1, 2012) – With the recent introductions of new oral care products that claim to make flossing easier, it can be confusing to determine which is the most effective. A study, recently published in *The Journal of Clinical Dentistry*, demonstrated that the Waterpik® Water Flosser is significantly more effective than the Sonicare® Air Floss at reducing plaque and gingivitis.¹ The study was conducted by BioSci Research Canada, Ltd. The results of this study support previously published findings that demonstrate the Waterpik® Water Flosser is a very effective interdental cleaning device.

During the four-week study, the 82 participating subjects were divided into two groups and provided either the Waterpik® Water Flosser or Sonicare® Air Floss, plus a manual toothbrush, to use for their daily oral care routine. **Clinical results demonstrated that the Waterpik® Water Flosser was 80% more effective than Sonicare® Air Floss for overall gingivitis reduction and 70% more effective for overall plaque reduction.**

“The clinical results speak for themselves; the Waterpik® Water Flosser reduces inflammation and removes plaque easily and effectively.” said lead researcher Dr. Naresh C. Sharma, BDS, DDS. “I found the results of this study to be very useful for practitioners based on the significant difference between the two groups.”

¹ Sharma NC et al. Comparison of two power interdental cleaning devices on the reduction of gingivitis. *J Clin Dent* 2012; 23: 22-26

This new research builds upon the existing body of evidence that the Waterpik® Water Flosser is easier to use, more effective than traditional dental floss and now, more effective than Air Floss for reducing plaque and gingivitis and improving overall gingival health.

“Virtually everyone can benefit from using a Waterpik® Water Flosser”, says Deborah Lyle, Water Pik, Inc.’s Director of Clinical Research. “The Water Flosser is unique in its ability to reduce infection and inflammation by impacting the inflammatory process and reducing the bacterial challenge and thereby reducing the patient’s risk for disease. I’m not aware of any other product that provides the patient the ability to clean deeply interdentally and subgingivally on a daily basis.”

Water Pik, Inc. is committed to sponsoring high quality research studies that are conducted at universities and independent research facilities, and are published in peer-reviewed journals. There are more than 55 published clinical trials specifically on the Waterpik® Water Flosser that demonstrate it is safe and effective and can significantly improve oral health by removing plaque and reducing inflammation in patients with gingivitis, mild to moderate periodontitis, diabetes, implants, orthodontic appliances, crown & bridge, and even those with fairly good oral hygiene. In fact, a recent survey finds that Waterpik® is the #1 brand of Water Flosser recommended by dental professionals to their patients.²

To read the full study go to www.waterpik.com.

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 Water Flosser, and the pulsating shower massage. 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

² Actionable Research, Inc. Nov. 2011

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. website at waterpik.com. Water Pik can also be found on Facebook: <http://www.facebook.com/WaterpikOralHealth> and Twitter: <http://twitter.com/Waterpik>