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FOR IMMEDIATE RELEASE

COLD AND FLU SEASON

BETTER TOOTHPASTE FOR COLD AND FLU SEASON

Lakewood, Colorado, July 8, 2011 --- There is now a new option for reducing the spread of cold and flu germs when brushing teeth. Toothpaste in single tablet form is more sanitary than a toothpaste tube and can significantly reduce the spread of germs during cold and flu season. The single unit dose tablet is simply placed in the mouth; chewed, followed by a brushing action that turns it into foam in the mouth.

Many bacteria and virus can be transmitted by swiping the end of a toothpaste tube with a toothbrush. In families with children that either share toothpaste tubes or cannot keep track of which tube is theirs, microbes can easily transfer from person to person with just simply brushing one's teeth.

“Dentistry is all about sanitation and on your last visit to a dentist or hygienist, I am sure that you noticed they were wearing gloves and possibly masks” states Archtek's owner Scott Jacobs. “The routine of using paste from a tube is not in keeping with the cleanliness levels that the dental profession aims for and the dentifrice in a single tablet helps to improve the situation.”

The toothpaste tablets also contain a natural cranberry extract that has been clinically proven to inhibit the growth of many oral bacteria. Because the tablet is a single unit dose, one can be assured of using the correct amount with each brushing.

Toothpaste was invented in the 19th century and since then there have been many advances in controlling the spread of germs. Today, approximately 140 years later, the consumer now has a more sanitary alternative for oral health care.



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