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FOR IMMEDIATE RELEASE

Archtek's Toothpaste Tablets Awarded Top Innovative Consumer Product Of 2011

Lakewood, Colorado, October 13, 2011 --Archtek's Toothpaste Tablets have been awarded the TOP INNOVATIVE CONSUMER PRODUCT OF 2011. The Dental Advisor, a well respected trade publication in the dental industry, concluded that Archtek's Toothpaste Tablets are deserving of this recognition after a clinical survey was performed within the dental profession.

Archtek's owner, Scott Jacobs, feels that the results are significant with **59%** stating that they would recommend the product and **29%** stating that they would switch from their existing toothpaste to Toothpaste Tablets. "This confirms that a substantial number of consumers are receptive to accepting this new form of dentifrice" according to Mr. Jacobs.

The Toothpaste Tablets are more sanitary with no virus and bacteria transmission from swiping a used brush against the end of the tube. The packaging is completely recyclable vs. approximately 560 million tubes of used paste dumped into landfills each year in the US alone. In addition, the tablet format is also easier to travel with since it can go through security and is about 25% of the weight and volume of an equivalent amount of paste.

Toothpaste was invented in the late 19th century and established a new standard for improving oral health. Today, approximately 140 years later, toothpaste in a tablet form appears to be another significant change in how we approach brushing our teeth.



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