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FOR IMMEDIATE RELEASE

SUMMER TRAVEL

## NEW OPTIONS WHEN PACKING TOOTHPASTE FOR TRAVEL

Lakewood, Colorado, May 12, 2011 --- There are now new options when packing toothpaste for summer travel with Archtek's introduction of toothpaste in a tablet form. This easy to travel with tablet is placed in the mouth; chewed, followed by a brushing action that turns it into foam in the mouth.

"At 25% of the weight and volume of an equivalent amount of toothpaste, the convenience factor is huge" says Archtek's owner Scott Jacobs. "Because TSA allows any quantity of toothpaste tablets as carryon luggage, they never need to be separated and placed in the dreaded zip lock bag for scanning."

Many travelers appreciate the fact that they will no longer have to contend with exploding tubes of paste in luggage caused by changing altitudes. There is also the option to take only the tablets you need for a trip and not the entire container.

Toothpaste was invented in the 19<sup>th</sup> century when convenience for travel was not the issue. Today, approximately 140 years later, the traveling public has an option when traveling on vacation or business.



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