

**FOR IMMEDIATE RELEASE**

Contact:

Thomas Mastronardi

Karen Bizer

Thomas Mastronardi & Associates

212.883.0878

**SUPERSMILE THE #1 WHITENING TOOTHPASTE RECOMMENDED BY COSMETIC DENTISTS**

Supersmile Professional Whitening Toothpaste is the whitening toothpaste most recommended by cosmetic dentists worldwide. It removes superficial stains such as those caused by coffee, tea, tobacco and red wine and leaves teeth glistening and noticeably smoother without harsh abrasives.

The ultra-premium, clinically developed Supersmile oral care whitening system was created by the celebrated Dr. Irwin Smigel, founder of The American Society for Dental Aesthetics and the acknowledged father of aesthetic dentistry.

It has been clinically proven to be safer for teeth and gums - when used as directed - than other leading at-home-whitening systems and brightens teeth more effectively than the leading national brand.

While a number of competitive home-bleaching systems have recently come under attack for the damage they can cause to teeth and gums due to the intense levels of the bleaching agents involved - Supersmile Whitening Toothpaste has, in fact, an abrasion level 75% below that permitted by American Dental Association guidelines.

Supersmile Professional Whitening Toothpaste features Dr. Smigel's proprietary CALPROX® formula – providing a revolutionary level of convenient at-home whitening and real oral care.

According to Dr Smigel, "Supersmile was created because I believed it was possible to offer patients a product that would provide true oral care in addition to addressing their prevailing desire for a convenient whitening and maintenance system to use at home between visits to the dentist."

Supersmile Professional Whitening, Toothpaste, when regularly used in combination with Supersmile Professional Whitening Accelerator:

- powerfully whitens natural teeth
- maintains – and enhances – bleached teeth
- provides the only system which effectively restores bonded teeth, veneers, caps and even dentures to their original whiteness
- is healthy for gums – and completely safe for sensitive teeth

Supersmile is available nationally at better retail establishments - including Barneys, Bath and Body Works, C.O. Bigelow, Nordstrom, Victoriasecret.com as well as online at [www.supersmile.com](http://www.supersmile.com).

supersmile