

FOR IMMEDIATE RELEASE

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NEW SUPERSMILE ORAL RINSE

Supersmile, the ultra-premium oral care whitening system most recommended by cosmetic dentists worldwide, is launching its latest product entry this month with Supersmile Clinically Formulated Oral Rinse joining the array of fine oral care and whitening products created by Dr. Irwin Smigel, the world renowned 'father of aesthetic dentistry'.

The new Supersmile Clinically Formulated Oral Rinse has been designed to provide much more than just long-lasting fresh breath with regular use as part of the Supersmile Oral Care Maintenance System, this winter-fresh mint flavored mouthwash will help keep teeth clean, aid in preventing the formation of plaque (that can often lead to serious oral care problems, such as gingivitis) and provide long-lasting germicidal protection by actively eliminating the bacteria that can cause bad breath.

According to Dr Smigel, President of The American Society for Dental Aesthetics, " 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 is available nationally at better retail establishments - including Barneys, Bath and Body Works, C.O. Bigelow, Nordstrom,Victoriassecret.com and Ulta, as well as online at www.supersmile.com.

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