



FOR IMMEDIATE RELEASE:

Zila, a TOLMAR Company, Launches *Rotadent*[®] Plus Rotary Powered Toothbrush, the Next Generation of the Clinically Proven Classic *Rotadent*[®]

FORT COLLINS, Colo. – (November 29, 2010) – Zila, a leader in the prevention and treatment of periodontal disease, today introduced the Rotadent[®] Plus rotary toothbrush. New features of the Rotadent Plus include three speeds, brushing timer and charging base. The new model retains the clinically proven features of the classic Rotadent -- a unique 360-degree sweeping action brush head with ultra-thin microfilaments, and a limited lifetime warranty.

As the key component of Zila's Soft Tissue Management[®] system, Rotadent Plus has more than 20 years of proven results in helping patients protect their oral health and smiles. According to Dr. Robert Tripke, D.M.D., "Rotadent homecare technology has proven to be an effective product for building practice and patient relationships by effectively educating patients and treating periodontal disease. By maintaining a 92% three-month recare compliance, Rotadent allows for predictable oral health maintenance as well as predictable results. My patients are confident in the efficacy of Rotadent and are therefore more confident in my recommendations as their dental professional, which ultimately increases my practice profitability."

More than 75 percent of adults have some form of periodontal disease, making this the second most common ailment after the common cold.¹ There is increasing evidence that periodontal disease may be linked to diabetes, cardiovascular disease, strokes, pregnancy complications, osteoporosis, Alzheimer's disease, dementia, kidney disease and oral cancer.³⁻¹⁰

In a continuation of a published ten-year study of the Rotadent rotary powered toothbrush, Dr. Herbert Bader, D.D.S. from the Harvard School of Dental Medicine stated that "patients who used the Rotadent ultimately showed an 80% improvement in oral hygiene recare compared to patients who used only a manual or conventional power toothbrush." Additionally, Bader said, "Patients using the rotary-powered toothbrush are able to effectively achieve good levels of oral hygiene without the need for multiple tasks, which increases compliance, making patients more apt to continue their daily prevention of periodontal disease."

Even though periodontal diseases are preventable, they continue to have a detrimental effect on Americans' physical and financial health. According to the National Center for Chronic Disease Prevention and Health Promotion, an estimated \$102 billion was spent in 2009 on dental services in the U.S., and Americans make approximately 500 million

visits to the dentist each year.¹⁰ Routine dentist appointments, along with regular brushing and flossing, are the best way to prevent and treat periodontal disease and avoid costly procedures.

“Our Zila team has worked very hard to retain all the important clinical features of the original Rotadent while including significant advances in features and design,” said David Speights, CEO of Zila, a TOLMAR Company. “These advances in the new Rotadent Plus will continue the Rotadent tradition as the professional choice for advanced cleaning. I’m professionally and personally proud to bring this product to the market.”

ABOUT ZILA

Zila, a TOLMAR company, provides a combined range of high-quality products surrounding consumable homecare products, in-office diagnostics, acute care products and prevention tools that allow dental professionals to effectively treat their patients to the highest professional standards.

CONTACT:

Dawn Wilson
Product Manager
Zila, a TOLMAR Company
dwilson@zila.com
970-567-6109

Bill Sklar
Sklar & Associates
bill@billsklar.com
520-299-2830

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