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CONTACT:

Marlene Esqueda

GolinHarris

213-438-8734

mesqueda@golinharris.com

**WATER PIK, INC. OFFERS CONSUMERS A NEW WAY TO FLOSS WITH NEW
WATERPIK® WATER FLOSSER**

*New Waterpik® Water Flosser Provides an Easier and More Effective
Alternative to Traditional Dental Floss*

FORT COLLINS, Colo. (July 26, 2009) – Water Pik, Inc., a leading developer and manufacturer of innovative personal healthcare products, has announced the new Waterpik® Water Flosser.

Now there is an easier and more effective way of flossing your teeth. The Waterpik® Water Flosser is the next generation of Waterpik® oral health care products. It utilizes pulsating water to clean deep between teeth and below the gumline where traditional brushing and flossing can't reach, and it was clinically proven to be even more effective than traditional string floss.

The University of Amsterdam just completed a clinical study comparing the Waterpik® Water Flosser to traditional string floss, and the Water Flosser was clinically proven to be twice as effective as traditional floss for improving gum health. In another study recently conducted by the University of Southern California School of Dentistry, the Water Flosser removed 99.9% of plaque from treated areas.

“Let's face it, most people simply don't like to floss,” says Jay McCulloch, Vice President of Marketing for Oral Care Products, at Water Pik, Inc. “Our data shows that 80% of Americans don't floss regularly and 75% have some form of gum disease, so these new clinical research results are extremely relevant, because they show that people finally have an easier and more effective alternative to traditional floss.”

The Waterpik® Water Flosser is perfect for those who do not like to floss – it is easy to use and only takes about a minute a day to start improving gum health. Instead of your dental hygienist telling you that you need to floss more often, you can hear how great your teeth and gums look. For more information on Waterpik® oral health products and clinical research results, visit waterpik.com.

About Water Pik, Inc.

Water Pik is a leading developer, manufacturer and marketer of innovative personal healthcare products sold under the Waterpik® brand name. The Company has developed and introduced many products that are considered the first of their kind and have led to the formation of new markets, including the Water Flosser, and the pulsating shower massage. The Waterpik® brand is one of the most trusted oral health brands of dental professionals throughout the world. The Company's products are sold through a variety of channels, including mass merchandisers,

drug store chains and specialty retailers. Headquartered in Fort Collins, CO, the Company operates facilities in the United States, Canada and the United Kingdom. For more information, visit the Water Pik, Inc. Web site at waterpik.com.

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1. Gorur A, Lyle DM, Schaudinn C, Costerton JW. Biofilm removal with a dental water jet. *Compend Contin Educ Dent* 2009;30(Special Issue 1):1-6.