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WATER PIK, INC. INTRODUCES A FUN AND EASY WAY FOR KIDS TO IMPROVE THEIR ORAL CARE

New Waterpik® Water Flosser For Kids Provides Clinical Benefits of Traditional Waterpik® Water Flosser in a Model Uniquely Designed for Children

FORT COLLINS, Colo. (April 13, 2011) – Water Pik, Inc., a leading developer and manufacturer of innovative personal healthcare products, has announced the launch of the new [Waterpik® Water Flosser For Kids](#).

According to a recent study by the American Association of Pediatric Dentists, 42 percent of mothers in the U.S. agreed that their kids needed to improve their oral healthcare regimen and 20 percent of parents reported that their child had at least one cavity in the past year.¹ Given that a high percentage of children don't floss, parents are seeking easy to use, affordable oral care products for their kids.

The new Waterpik® Water Flosser For Kids is the newest tool to help parents ensure that their children are taking good care of their teeth. It features new Water Flosser technology and is clinically proven to be up to twice as effective as traditional floss.² Recent studies show that it removes 99.9% of plaque from treated areas and is more than three times as effective as string floss for cleaning around braces.³

"Let's face it, most people simply don't like to floss, and unfortunately kids floss even less than adults," says Jay McCulloch, Vice President of Marketing for Oral Care Products, at Water Pik, Inc. "Our new Kids model provides a more effective alternative to traditional floss, and because it's fun and easy, kids will actually use it."

The Water Flosser For Kids is uniquely designed to accommodate smaller hands – ideal for ages six to twelve. It includes two tips – one Classic Jet Tip and one Orthodontic Tip – as well as an extra safe, kid-proof electrical design, three pressure settings, and compact size for easy storage. The unit also comes with 20 removable cling decals in colorful designs that kids can use to customize their unit.

The Waterpik® Water Flosser For Kids is perfect for those who do not like to floss and who have braces – it is easy to use and only takes about a minute a day to start improving gum health.

¹ Delta Dental Study; American Association of Pediatric Dentists

² Rosema NAM et al. International Association of Dental Research. Barcelona, Spain, July 14 - 17, 2010. Abstract #3797

³ Gorur, A et al. Compend Contin Ed Dent 2009; 30 (Suppl 1):1-6; Sharma, NC et al. Am J Ortho Dentofacial Orthop 2008; 133(4):565-571.

For more information on Waterpik® oral health products and clinical research results, visit <http://kids.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. website at waterpik.com. Water Pik can also be found on Facebook: <http://www.facebook.com/WaterpikOralHealth> and Twitter: <http://twitter.com/Waterpik>.

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