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WATER PIK INC. BRINGS A BREATH OF FRESH AIR TO THE SINUS WASH CATEGORY WITH THE LAUNCH OF WATERPIK® SINUSENSE™ PRODUCTS

New Product Line Reinvents the Traditional Neti Pot and Squeeze Bottle and Introduces Category Firsts - Neti Bottle and Water Pulsator - to Allergy, Cold, Flu and Sinus Sufferers

FORT COLLINS, Colo. (Sept. 7, 2010) – Today, Water Pik, Inc., a global leader in personal healthcare products, announced the launch of its first line of sinus wash products, Waterpik® SinuSense™. A brand new category for Water Pik, the SinuSense™ name introduces four products to the brand’s portfolio, including the Squeeze Bottle, Neti Pot, Neti Bottle and the Water Pulsator – the first and only products of their kind in this category. The new family of products is designed for an all-natural approach to nasal irrigation.

“Water Pik's core competency is about using "Water for Wellness," therefore, sinus wash is a natural extension to the company’s current product line, providing consumers with another opportunity to treat themselves better,” said Michael Wakeman, Vice President of Marketing, Water Pik, Inc. “Water Pik’s engineering team worked for over two years to develop the SinuSense™ product line, conducting extensive research about sinus wash and the needs of sinus sufferers to create products that will truly make a difference in their lives.”

According to the Center for Disease Control¹, nearly one in three Americans suffers from sinus related symptoms and that number continues to grow. Designed for everyone – from the mild allergy sufferer with minimal symptoms to consumers that rely heavily on their doctors and medications to treat their sinus ailments, SinuSense™ products provides consumers with a

¹ <http://www.cdc.gov/report>

natural, easy, effective and BPA-free option for the treatment and prevention of sinus-related symptoms.

Water Pik's SinuSense™ line offers modern design options that are ergonomically designed to enhance comfort and performance. The SinuSense™ products are an innovative way to not only treat, but prevent and soothe nasal irritation including:

- **Waterpik Pulsator (new to the category)** is the first and only product of its kind in this category. The handheld Water Pulsator features a SoftSeal™ nozzle for maximum comfort and is battery powered for a maximum cleanse that reduces sinus congestion and pressure naturally. The FlowControl™ trigger creates a gentle pulsating stream of water to cleanse, massage and moisturize the sinus passages.
- **Squeeze Bottle** allows consumers to customize the amount of water flow for a complete cleanse, simply with an easy squeeze. The SoftSeal™ nozzle maximizes comfort and the One-Way FlowControl™ valve prevents backflow to maintain solution purity.
- **Neti Bottle (new to the category):** is a unique approach to the traditional neti pot; its ergonomic shape, SoftSeal™ nozzle and One-Touch FlowControl™ valve make the Neti Bottle easy to hold, comfortable against your nose and creates a controlled gravity-fed water flow that provides a gentle sinus cleansing.
- **Neti Pot** is the most traditional of the SinuSense™ products, but upgraded for enhanced comfort and design with ergonomic handle, SoftSeal™ nozzle and a One-Touch FlowControl™ Vent on the handle to control water flow for a gentle, gravity fed sinus cleanse.

A recently conducted nationwide survey of 1,000 participants, ages 18-40 years-old, revealed that 53 percent of people suffer from some form of allergy or sinus problem.

Other highlights from the survey concluded:

- **Natural Relief Is Preferred:** While it may not be surprising that most people prefer natural alternatives, Water Pik found that 71 percent of people are open to the idea of natural prevention methods when treating their allergy or sinus problems. Remember to look for sinus wash products that are BPA free and easy-to-use everyday.

- **Managing Side Effects is Important:** 62 percent like that natural treatments are less likely to have side effects or drug interactions. Water Pik suggests switching to sinus wash products like SinuSense™ that are a natural, effective and easy solution for clear sinuses.
- **A Good Experience is Highly Recommended:** Of current sinus wash users, 87 percent would recommend it to family or friends. The new family of SinuSense™ sinus wash products includes four different modern designs so there is something for everyone no matter your preference.

SinuSense™ products are available at Walmart, Walgreens, Stop & Shop and other fine retailers nationwide. All SinuSense™ products range in price from \$14.99 for the manual devices to \$39.99 for the battery powered Water Pulsator.

For more information about Water Pik and its SinuSense™ line of products, visit www.waterpiksinusense.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 dental water jet, power flosser and pulsating shower massage. With the number one recommended dental water jet, Waterpik® 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 www.waterpik.com.

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