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WATERPIK® WATER FLOSSER SIGNIFICANTLY MORE EFFECTIVE THAN AIR FLOSS FOR IMPROVED GINGIVAL HEALTH

Bournemouth, England (November 18, 2011) – Attendees at the British Society of Dental Hygiene and Therapy Oral Health Conference & Exhibition in Bournemouth this year were privy to the latest research on the Waterpik® Water Flosser. Two posters were presented; one showed a single use of the Waterpik® Water Flosser was significantly more effective than the Sonicare® Air Floss in removing supragingival plaque and the second showed superior results for gingivitis reduction after 4 weeks. The results of these studies support previously published findings that demonstrate the Waterpik® Water Flosser is a very effective interdental cleaning device.

The single use study showed the Water Flosser removed 30% more plaque compared to Air Floss. When the devices were used by the subjects for 4 weeks, the difference in plaque reduction rose to 70%. Likewise, the differences for the approximal area were 19% after a single use and 60% after 4 weeks in favour of the Water Flosser. The 4 week study also showed the Water Flosser was 80% more effective at reducing gingivitis than the Air Floss.

Water Pik, Inc. is committed to sponsoring high quality research studies that are conducted at universities and independent research facilities, and are published in peer-reviewed journals. There are well over 50 published clinical trials specifically on the Waterpik® Water Flosser that demonstrate it is safe and effective and can significantly improve oral health by removing plaque and reducing inflammation in patients with gingivitis, mild to moderate periodontitis, diabetes, implants, orthodontic appliances, crown & bridge, and even those with fairly good oral hygiene.

“Virtually anyone and everyone can benefit in a significant way from using a Waterpik® Water Flosser”, says Deborah Lyle, Water Pik’s Director of Clinical Research. “The Water Flosser is unique in its ability to reduce infection and inflammation by impacting the inflammatory process and reducing the bacterial challenge, reducing the patients risk for disease.”

This new research builds upon the existing body of evidence that the Waterpik® Water Flosser is a more effective than traditional dental floss and more effective than Air Floss for removing plaque and reducing gingivitis.

Water Pik, Inc.

Website: www.waterpik.co.uk