



iTouchless Housewares and Products, Inc.
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Product Name: iTouchless UV Toothbrush Sanitizer
First retail availability: April 2007
Suggested Retail Pricing: \$25.99

What it is:

The iTouchless UV Toothbrush Holder/Sanitizer functions to eliminate unwanted and harmful bacteria, fungi and viruses that reside on your toothbrush.

How it works:

Just press the button and you're sanitizing. Using the UV-C sterilizing lamp, up to 99.9% of these germs are eradicated from your toothbrush in approximately 7 minutes. This UV-C lamp also known as germicidal UV emits sufficient doses to eliminate dangerous micro-organisms. Holds four toothbrushes at a time. Powered by two AA batteries (not included) which will last approximately 3 months if used twice per day.

Who Cares?

Health-conscious families.

Why bother?

The Journal of American Dental Association: "Studies have shown that contaminated toothbrushes not only harbor, but also transmit both viruses and bacteria that cause systemic, localized and oral inflammatory diseases"

The Centers for Disease Control: "Even after being rinsed visibly clean, toothbrushes can remain contaminated with potentially pathogenic organisms."

Oral Health in America: A Report of the Surgeon General: "Recently research finds have pointed to possible associations between chronic oral infections and diabetes, heart and lung disease, stroke and low-birth weight, premature births."



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