

NEWS RELEASE

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IMMEDIATE RELEASE



FIREFLY BY DR. FRESH TO DONATE TOOTHBRUSHES TO NATIONAL CHILDREN'S ORAL HEALTH FOUNDATION: AMERICA'S TOOTHFAIRY

(Charlotte, NC – February 1, 2012) A simple Facebook “Like” can help put a healthier smile on the face of a child in need this February, National Children’s Dental Health Month. Dr. Fresh® is donating one of its FireFly toothbrushes to the National Children’s Oral Health Foundation:

America’s ToothFairy® (NCOHF) for every new “like” at

<http://www.facebook.com/fireflytoothbrush>.

“Tooth decay is one of the most common chronic childhood diseases, accounting for more than 52 million school hours missed every year. It is dramatically on the rise, particularly in underserved communities,” says Daniel Enriquez, Vice President of Dr. Fresh, Inc., the Buena Park, California-based maker of FireFly. “Through our Facebook page, anyone can make a difference for a child with one click. We are thrilled to join together with our friends and fans to help *America’s ToothFairy* in its ongoing efforts to promote oral and overall health for millions of children.” Those who “like” FireFly during February can also opt to have their names included on an honor roll of donors to be presented along with the toothbrushes to *America’s ToothFairy* at the conclusion of the campaign.

Founded in 2006 to address the growing epidemic of pediatric dental disease, NCOHF supports innovative oral health programming and delivery of comprehensive care to at-risk children through a national Affiliate network of community-based oral health clinics and outreach programs. Through the generosity of dedicated supporters, NCOHF has delivered nearly \$10 million in direct funding, donated dental products and educational resources to the growing Affiliate network reaching **millions of children** with vital preventive, restorative and educational oral health services.

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“We are very grateful to both the Dr. Fresh Firefly brand and its Facebook fans for this contribution to assist our Affiliates in delivering the best in preventive oral care to children in need,” stated Fern Ingber, MEd, NCOHF President and CEO.

About Dr. Fresh, Inc.

Dr. Fresh, Inc. (www.drfresh.com), one of the fastest growing oral care companies in the U.S., is the developer of over 250 different quality and cost-effective personal care products. Established in 1998, Dr. Fresh offers quality personal care products from its top-selling FireFly® flashing toothbrush for kids to Binaca® breath freshening products. With broad international business, Dr. Fresh maintains manufacturing facilities in the U.S., China and India. From molding to packaging, all production procedures are carried out in-house with state of the art machinery to maintain the highest standard of quality control, producing over 100 million toothbrushes per annum.

About National Children's Oral Health Foundation: *America's ToothFairy*® (NCOHF)

National Children's Oral Health Foundation: *America's ToothFairy*® is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating the delivery of comprehensive oral health services and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of university and community-based dental clinics, health centers and mobile programs throughout America. For more information about NCOHF, please visit www.AmericasToothfairy.org.

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