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FOR IMMEDIATE RELEASE

NEW THERADENT ORAL RINSE HELPS PROVIDE LASTING RELIEF OF DENTAL SENSITIVITY

Niles, IL—Alva-Amco Pharmacal Cos., Inc., an OTC Pharmaceutical company, launched new THERADENT™ teeth desensitizing oral rinse, the first OTC medicated oral rinse for relief of painful dental sensitivity to cold, heat, sweets and contact, commonly caused by worn enamel and receding gum lines.

THERADENT contains four homeopathic active ingredients that work to help reduce sensitivity without the abrasion or pain of added brushing. THERADENT's alcohol-free formula can reach tooth surfaces and into spaces that might be difficult or painful to reach with a toothbrush. A one teaspoon swish twice a day provides relief and leaves a clean, fresh taste that is not rinsed out.

“Millions of people who have excellent oral hygiene habits often suffer from dental sensitivity,” notes Dr. David B. Schwartz, DDS., a Chicago-area dentist in private practice. “Typically, years of grinding, clenching and vigorous brushing wears away gums and enamel, thus exposing tooth nerves to painful stimulation. The increased use of cosmetic bleaching has also increased the reported incidence of oral sensitivity. THERADENT can bring relief to these patients.”

Dr. Schwartz notes that until recently, the only non-prescription medicated treatment available to consumers was medicated toothpaste. “Now a non-prescription medicated treatment for oral sensitivity is available in a convenient oral rinse that can be used daily as part of any good oral hygiene regimen.”

THERADENT is available in the oral care section of leading pharmacies. An 8 ounce bottle costs about \$10.00 and each package contains a dosing cup. Stocking retailers are listed on the brand's website, www.THERADENT.net.

About Alva-Amco Pharmacal Companies, Inc.

Alva-Amco Pharmacal Companies, Inc., maker of THERADENT, has been a leading producer of specialty non-prescription pharmaceuticals, medical devices, nutritional supplements and cosmetics since 1904. Many of Alva-Amco's brands, including DIUREX® menstrual diuretic products and FUNGICURE® anti-fungal products are leaders in their respective categories.

Alva-Amco markets more than 30 products, which are available at leading pharmacies, supermarkets and mass merchants throughout the U.S., Canada and other international markets. For more information, visit www.alva-amco.com.

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