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FOR IMMEDIATE RELEASE

**INITIATIVE AIMS TO RAISE AWARENESS IN THE HISPANIC
COMMUNITY ON GINGIVITIS PREVENTION**

*Studies show that Mexican-Americans have one of the highest prevalence of
gingivitis*

MIAMI, FL – May 28, 2008 – Data from a government health agency shows that gingivitis, a form of gum disease, affects one out of every two adults in America, including Hispanics.ⁱ The Mexican-American population has one of the highest percentages of prevalence. In collaboration with Dr. Ivan Lugo, DMD, MBA, past-president of the Hispanic Dental Association and Associate Dean of Temple University School of Dentistry, **Crest® Pro-Health™** Toothpaste and **Oral-B®** are promoting a four-step, comprehensive, at-home dental routine to help Hispanics prevent gum disease before it starts and maintain healthy teeth for years to come.

Gingivitis is an early stage of gum disease caused by build up of dental plaque. When left untreated it can progress to a more serious stage, periodontitis, a leading cause of tooth loss.ⁱⁱ Moreover, the majority of adults do not realize that they may be affected by gingivitis as they are unaware of the symptoms, including reddened gums, swelling and bleeding.

“As an active member of the Hispanic dental community I am proud to be the spokesperson for this initiative to raise awareness in our community on how to help prevent and treat oral health conditions, like gingivitis,” said Dr. Lugo.

“It is important to note that, if not treated in time, gingivitis can advance to periodontitis, which can cause gums to separate from teeth and form pockets that become infected, resulting in loose teeth that may sometimes have to be removed. The good news is that gingivitis is both preventable and reversible with bi-annual dentist visits and, most importantly, an oral care routine done at home that includes specialized products which help kill and inhibit the bacteria that cause gingivitis, such as Crest Pro-Health Toothpaste”, added Dr. Lugo.

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As part of their initiative to help Hispanics protect their teeth and help stop gingivitis before it starts, Crest Pro-Health and Oral-B are promoting this four-step comprehensive at-home dental routine:

1. Brush twice a day with a toothbrush with bristles that are able to surround each tooth to clean the entire tooth surface and combat gingivitis-causing plaque that hides in hard-to-reach places like between the teeth and along the gum line, such as Oral-B Vitality Precision Clean Power Brush, which moves at nearly 8,000 times a minute to reduce up to two times more plaque than a regular manual brush.
2. Next, make sure to use specialized toothpaste designed to fight gingivitis, like Crest Pro Health toothpaste, to help kill and inhibit the bacteria that cause gingivitis.
3. Flossing at least once a day is an important step in the teeth cleaning process as it removes plaque and food particles between teeth and at the gum line where gingivitis starts. Crest's Glide Deep Clean Floss is made with GORE-TEX, a micro-textured material resistant to shredding, allowing it to slide comfortably between teeth and below the gum while lifting and removing plaque.
4. The final step is to rinse with an anti-gingivitis mouthwash, like Crest Pro-Health Oral Rinse, to remove leftover particles and kill the germs that cause plaque, gingivitis and bad breath, after brushing and flossing.

"It is troubling to see the high rate of adults who are affected by this preventable condition, including Hispanics," said Anelsie Ramos, External Relations Manager for P&G. "As part of our commitment to improve the lives of the communities we touch, we have launched this initiative with the help of Dr. Lugo to educate our Hispanic consumers on the proper oral care routine that will help them prevent gingivitis before it starts and protect the health of their gums and teeth."

About P&G

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide.

Since the early 1960s, P&G has developed and supported programs to enrich the lives of Hispanics in the U.S. Local P&G programs and partnerships have had a positive impact – fulfilling aspirations, providing opportunity, and preserving the rich culture of Hispanics. For more information on P&G's longstanding and committed relationship to the Hispanic community and for the latest news and in-depth information about P&G and its brands, please visit <http://www.pg.com/diversity>.

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About Dr. Ivan Lugo

Dr. Ivan Lugo has held numerous senior-level public health and dental education executive positions at Temple University Kornberg School of Dentistry as Associate Dean of Community Health and Institutional Relations, and as Associate Dean of Finance, Administration, and Institutional Relations. Lugo has served as Chairman of two departments-Dental Informatics and Dental Public Health Sciences-a new academic unit (2005) formed through Dr. Lugo's leadership to align the dental curriculum of service-learning with the mission of the University. Dr. Lugo also served as the City of Philadelphia's Dental Director for ten years, and currently, he is the only dentist member appointed by the Governor of Pennsylvania to serve on the Advisory Board of Health for the State of Pennsylvania's Department of Health. As past-president of the national Hispanic Dental Association in 2004-2005, he led an unprecedented growth of the organization which oversaw the creation of the first research agenda for the 21st Century for Latino oral health issues in the United States.

Dr. Lugo is a board member of numerous national and local nonprofit organizations that advocate for improving health and educational access to underserved communities. He understands that policy is a tool for creating sustainable change and that a combination of policy and practice is needed to address current problems of health and oral health care disparities. Dr. Lugo has appeared on CNN International, Univision, ABC News and other media sites promoting oral healthcare education and increasing awareness in the general public and their legislators. A social entrepreneur and published author, his national and international contributions to the art and science and general welfare of the dental profession were recognized by the prestigious and selective International College of Dentists as a Fellow in the Class of 2006. A graduate of the University Of Connecticut School Of Dental Medicine, Dr. Lugo received his AEGD certificate and his MBA from Temple University.

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ⁱ The Centers for Disease Control and Prevention's Third National Health and Nutrition Examination Survey (NHANES III) 1988-1994.

ⁱⁱ Guynup, Sharon. "Our Mouths, Ourselves." *Scientific American*, Procter & Gamble, 2007