



Developed in partnership with dentists, the new advanced **Pro-Expert All in One** toothpastes and toothbrushes will bring a whole new level of clean teeth and healthy mouths to Central & Eastern Europe, Middle East & Africa (CEEMEA). The Pro-Expert toothpastes and toothbrushes will be sold under the Blend-A-Med, Crest, Oral B and Ipana brands.

New Pro-Expert All in One uses advanced technology to protect teeth, promote healthy gums and provide fresh breath:

- **For exceptional dental health:** Pro-Expert All in One toothpaste addresses the seven most common dental concerns: gum problems, cavities, tartar, plaque, tooth sensitivity, staining and bad breath.
- **For beautiful smiles:** Unlike ordinary toothbrushes with straight bristles, Pro-Expert All in One toothbrushes have CrissCross bristles angled to flex into hard-to-clean areas, sweeping away up to 99% of plaque.

About Pro-Expert All in One Technology:

Blend-A-Med/Ipana/Crest/Oral B Pro-Expert All in One toothpaste combines three powerful agents—Stannous Chloride, Sodium Fluoride and a Polychelation Technology—to create a protective shield around teeth and gums.

- Stannous Chloride kills bacteria associated with plaque, gum problems, cavities and bad breath, and helps fight gum problems by inhibiting the growth of plaque bacteria.
- Sodium Fluoride helps prevent cavities by slowing the breakdown of enamel and speeding up the remineralization process. It also helps protect teeth against gum problems and enamel erosion, and fights plaque and bad breath.
- The Polychelation Technology provides effective antibacterial protection to freshen breath, while preventing stains. It also whitens teeth by removing surface stains and creating a protective barrier to prevent new stains from forming.

Availability:

Blend-A-Med/Ipana/Crest/Oral B Pro-Expert All in One will be available in several countries in Central & Eastern Europe, Middle East & Africa (CEEMEA) starting in June 2010.



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