

Baltimore-Based LLC to Produce and Distribute New Breath Freshening Device—More Effective Alternative to Gum and Mints

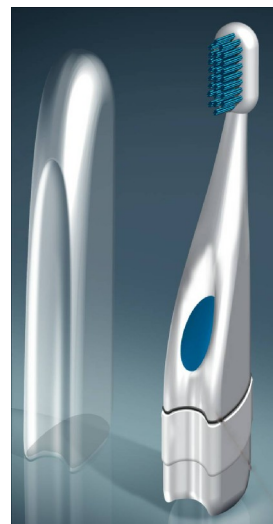
BALTIMORE, MD.—February 15, 2006—John Porter, president and CEO of Breath Blaster, LLC, announces the introduction of the Breath Blaster™, a revolutionary new patented oral hygiene device that scrubs away the odor-causing bacteria found in the mouth, leaving breath minty fresh for hours.

Convenience

Breath Blaster™ is designed to be used “on the go,” anytime, anywhere—without the need to carry a toothbrush and toothpaste—and doesn’t require access to running water or a sink for rinsing. All of this in a convenient 3.5” self-contained unit that can easily be stored in a desk drawer, glove box, briefcase, purse, or even in a shirt or pants pocket.

Specially formulated mouthwash inside the Breath Blaster™

The mouthwash in the Breath Blaster™ has been specially formulated and is ALL NATURAL and contains NO ALCOHOL or added sugar. Its three natural polishing and whitening agents are powerful yet nonabrasive, and its Aloe Vera Gel, Vitamin C and Calcium help maintain its natural whitening power. This special formula also has antibacterial Perilla Seed extract for tartar control and prevention, along with other natural plant and fruit extracts to soothe and repair gums while cleaning and repairing tooth enamel. A specially added mineral also neutralizes acids commonly found in the mouth, and it has essential oils of peppermint for a refreshingly minty taste.



Breath Blaster™ shown with protective clear cover off. The convenient 3.5” self-contained unit can easily be stored in a desk drawer, glove box, briefcase, purse, or even in a shirt or pants pocket.



Breath Blaster™, depicted above, with the clear cover attached to the bottom unit to form a full-length toothbrush.

Operation

Simply remove the cover from the base and attach it to the bottom to form a full-sized toothbrush. Once the upper unit’s blue ridged area is depressed, a pre-measured amount of the specially formulated mouthwash contained inside the Breath Blaster™ is atomized into a fine mist-like spray that is propelled onto the bristles of the brush. The unit is now ready for normal brushing. The specially formulated mouthwash, combined with effective brushing action, thoroughly scrubs away the odor-causing bacteria inside of the mouth and on the gums, cheeks and tongue, without requiring the expelling of any excess liquid or rinsing. When finished, simply replace the cover.

Bristle protection, useful life and availability

The bristles have been treated with a chlorhexidine coating that has been proven to inhibit bacterial growth, providing continuous bristle protection during the recommended life of the Breath Blaster™ (rinsing the bristles between uses maximizes the useful life of the Breath Blaster™). Each unit is designed to allow 20–25 uses before disposing. The Breath Blaster™ will be available soon at drugstores and discount retailers across the country.

Future models

In addition to the disposable model, an “executive” model is currently being designed that will have replaceable brush tips and replaceable/refillable mouthwash cartridges. The replaceable brush tips will be available in soft, medium and firm bristles with compact, medium and full brush-head sizes. The unit’s replaceable cartridges will be offered in a variety of different flavors, and the refillable cartridges will allow executive model users to refill the cartridges with any mouthwash.

Additional Breath Blaster™ information soon will be available at www.BreathBlaster.com.