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Power Swabs Corporation Announces Power Swabs[®], a Paradigm-Shifting, Bleach-Free, Dental Stain Removal & Teeth Desensitizing Product

Beaverton, OR (PRWEB) February 18, 2008 – Power Swabs Corporation (www.PowerSwabs.com) is launching today a paradigm-shifting professional dental stain removal and smile enhancement product. The product called Power Swabs[®] is designed to thoroughly clean and whiten teeth by removing tough, deep-seated enamel stains without traditional peroxide bleaches or abrasives. This product also dramatically reduces dentinal hypersensitivity associated with bleaching by employing 'wetting agents' that help to prevent 'dehydration-related' dental pain that is associated with many professional power whitening procedures.

Power Swabs are convenient and versatile "liquid-filled" dental swabs that feature "Foaming Action Cleaning Technology" (FACT[™] Technology) which combines solvents, wetting agents, detergents, stain softeners and effervescent. Power Swabs[®] have shown the ability in independent clinical trials to dramatically reduce transient dentinal hypersensitivity and to also significantly enhance the results of many cosmetic dentistry procedures, such as vital tooth bleaching.

Consequently this powerful new innovation is a significant step forward for the dental profession, and for all those who seek to create / obtain a more beautiful smile through an alternate mechanism of teeth whitening. Power Swabs[®] actually remove the stains on teeth, not merely lighten them. The use of Power Swabs[®] also prevents dehydration-related tooth sensitivity. Moreover, because of their deep cleaning ability, Power Swabs[®] reduce the time needed for other whitening products to do their job. The fewer the stains, the easier and faster it is to lighten whatever is still left behind.

Consulting Clinical Director, Dr. Martin Zase said "We're incredibly enthusiastic about the new Power Swabs[®] product." "It is the first-ever professional dental health product designed to whiten teeth without sensitivity through a mechanism of 'stain removal' and 'cleaning' rather than traditional bleaching." Dr. Zase also stated, "We have furthermore found that this product has the ability to prevent teeth sensitivity associated with professional and consumer bleaching procedures." He concluded, "This opens the market to millions more consumers who have desired to have more beautiful teeth but could not previously" because of the issue of pain from temperature sensitivity that affects 50% of those persons who have previously attempted to 'bleach' their teeth by using a form of peroxide supplied (or applied) by their dentist.

For more information about this new product that will positively impact the future delivery of cosmetic dentistry procedures, please contact the Power Swabs Management Team (Dr. Jeffrey Giniger, President; Mr. Salvatore Ascolese, Chief Operating Officer; Mr. Lawrence Donato, Sr. VP of Sales and Marketing) at +1 (323) 319 6500 or email info@PowerSwabs.com. The contact information may also be used to schedule an interview with the company about this powerful new technology or to obtain further information about becoming a distribution partner. High quality image files for mass media publication are available upon request.

About Power Swabs Corporation:

Power Swabs Corporation (a privately held company) (<http://www.PowerSwabs.com>) intends to become the worldwide leader in innovative dental and oral health product design. Its headquarters is located in Beaverton, Oregon. The vision of the company is to release several new professional and consumer dental health inventions over the coming 18 months that will change the way people clean their teeth and enhance their oral health. All of Power Swabs[®] products are patent pending in the US and Foreign Countries. All Power Swabs Corporation products are made in the USA.

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