

TECH-Naissance Introduces *denturevault*™, a Revolutionary Dental Storage & Cleaning Container that "Looks Like a Candle."

March 31st, 2011 – Englewood, NJ

The TECH-Naissance *denturevault*™ (<http://www.denturevault.com>), produced by NJ-based TECH-Naissance, Inc., officially launched its transformational, innovative, new product for discreetly cleaning and storing all removable dental appliances at the 2011 International Dental Show in Cologne, Germany. The U.S. Utility patent pending device provides a unique, new, "holistic" approach to the sensitivity and privacy related issues that the users of these devices encounter, by allowing them to "Hide their Dental appliances in plain sight."



denturevault™ shown in open position.

Increased demand for new hygienic storage solutions across the broad range of removable appliances including: retainers, TMD night guards, snore guards, dentures, and partial dentures is attributable to many factors. Technological innovation in the Dental industry has driven patients to explore new OTC and chair fitted treatments in the sleep apnea and bruxism categories, while the continued demand for dental implants has increased the usage of temporary partials during the treatment process. In addition, new developments in orthodontic clear braces, retainers, and whitening trays have also increased patient demand. The American Dental Association reports that "more than 10 million Americans are seeking treatment for TMD disorders each year," along with the 35-40 million existing denture and partial wearers, for a total of over 50 million people in the U.S. alone using removable appliances.

Until now, dental appliance users have had limited options for their devices. The traditional methods of storage and cleaning include: the typical horseshoe shaped plastic case, conspicuous sonic cleaners, and of course, the unsightly "teeth in a glass" method. *denturevault*™ offers a revolutionary approach, using their elegant design to create a faux-candle, which looks perfect in any environment: in the bathroom or on the night table! "Beauty meets functionality; that is our point of difference" says Colleen Rein, President. "Our product approaches the consumers' and patients' need from an entirely different perspective" says Rein. This discreet method of concealment gives the user complete autonomy in having their appliance always within reach, overcoming the embarrassment and inconvenience of traditional methods.

The **denturevault**[™] is manufactured domestically in the U.S., using the highest quality materials and processes in their ISO-9001 approved factory. Each **denturevault**[™] is an injection molded combination of unbreakable high-density polypropylene #5 and ABS-V0 rated (non-flammable) material, providing a durable and aesthetically pleasing product. Attached to the screw-on top is a two-stage, telescoping "dental basket" that allows for easy hand access to insert and remove dental appliances. The polypropylene lattice basket suspends appliances off of the bottom of the jar, allowing the user's choice of dental cleansers to freely circulate around the appliance for a complete cleaning. Designed to work with any powdered, tablet, or liquid cleaning solution, the unit is dishwasher-safe, and offers an intelligent, unbreakable alternative to glass, which can be discreetly placed anywhere.



denturevault[™] shown on sink in closed "discreet" position.

TECH-Naissance, Inc. is an innovative product development and marketing company with diverse proprietary IP in a variety of industries including the Electronics, Medical, Automotive, and Merchandising fields. It was founded in 1993 by entrepreneurial husband and wife team, Gary and Colleen Rein. The team's targeted Industrial design and Marketing approach continues to introduce cutting edge lifestyle products to the rapidly evolving marketplace.

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