

## Power Swabs<sup>™</sup> Fact Sheet

### About Power Swabs<sup>™</sup>

Power Swabs<sup>™</sup> ([www.PowerSwabs.com](http://www.PowerSwabs.com)) represents the first major innovation in both the “dental cleaning” and “teeth whitening” categories in the last 15 years. It is very important to note that Power Swabs are not a tooth “bleaching” product. Instead they are liquid-filled compression-activated swabs that have many uses in cosmetic dentistry. They have been proven to very rapidly remove plaque and surface stains from many oral surfaces, including enamel, dentin, porcelain and acrylic. Additionally, studies clearly show that Power Swabs<sup>™</sup> can dramatically reduce transient dentinal hypersensitivity both during and after professional bleaching procedures. Power Swabs<sup>™</sup> are safe to use on a daily basis and can be used by dental professionals in the office or dispensed to patients for home application. There are at least a dozen other uses for the swabs.

### How They Work

Power Swabs are designed to use a dual-action, newly developed (and patent pending) FACT<sup>™</sup> Technology liquid-gel which is packed inside the hollow-core inside of each swab. This dual-purpose innovation is the first orally acceptable effervescent, foaming, pH 6.1 tooth detergent agent that can be used for many cosmetic dentistry procedures that require surface cleaning or enamel rehydration. The product’s unique ability to both deeply clean and to also prevent bleaching-associated sensitivity comes from it’s being able to employ solvents and surfactants that penetrate between the enamel rods of teeth. Additionally the use of anionic detergents give Power Swabs the ability to lift stains rapidly off of teeth surfaces, allowing easier dental cleanings and more rapid dental bleaching procedures. The cleaner the teeth are to begin with, the easier and faster it becomes to subsequently bleach them with whatever product is chosen for that purpose.

### FACT<sup>™</sup> Technology

Power Swabs<sup>™</sup> FACT<sup>™</sup> Technology is patent-pending and is covered by 9 nine patent applications filed with the United States Patent Office. All rights are reserved. FACT<sup>™</sup> Technology is designed around the Laws of Mass Action Cleaning. This equilibrium reaction incorporates eight elements: temperature, time, action, solvents, detergents, surfactants, chelators and saponifiers.

### Product Benefits

Power Swabs contain no harsh bleach, peroxide or abrasives. They contain all natural ingredients designed to maximize their ability to clean teeth and reduce dehydration-related tooth sensitivity. Moreover they have been proven to be safe and gentle for everyday use on gums, natural tooth surfaces and dental work.

**Zero Sensitivity Bleaching:** By hydrating the tooth surface and speeding procedure times, Power Swabs can block transient dentinal hypersensitivity associated with in-office and take-home bleaching procedures.

**Faster Procedure Times:** By pre-treating enamel surface with solvents and surfactants, enamel surface stains & debris are easily removed leaving a cleaner surface which will speed whitening and other procedure times.

**Sparkling Clean Teeth:** By using new FACT<sup>™</sup> Technology, its chemo-mechanical stain-removal mechanism of action, Power Swabs have the unique ability to make any oral surface sparkling clean.



#### **Product Benefits cont.**

**Works on Any Surface:** By applying sound scientific principals, including the "universal laws of mass action cleaning" Power Swabs work well on teeth enamel, dentin, porcelain and / or acrylic surfaces.

**More Accurate Shade Matching:** By its ability to clean all adjacent tooth surfaces rapidly and efficiently, Power Swabs can be used by dentists to remove stains and allow more accurate shade matching on the fly.

**Many Other Uses in Cosmetic Dentistry:** Because of their handy, versatile nature, Power Swabs can be used for a variety of other cosmetic dental procedures including prep cleaning prior to crown insertion as well as stain / debris softening prior to dental prophylaxis

#### **Liquid-Filled Swabs**

Power Swabs™ use liquid-filled compression-activated swabs to deliver their powerful benefits. Liquid gel is safely contained within the hollow inner core of the swabs. To activate the swab for use, simply hold dispenser at the collar in the middle, keeping the cotton swab up at the top. With the other hand, grasp the mid-point of the lower hollow shaft and slide it up slowly and smoothly until the cotton swab becomes moistened with liquid. Use the swab tip to lightly scrub and apply the liquid on the surfaces of all teeth to be treated. A circular scrubbing technique is recommended. Each tooth should be scrubbed for 3-5 seconds, or 30 seconds per arch.

#### **Availability and Cost**

The MSRP for one (1) Professional Rx Power Swabs Kit (P/N PSP 1014) containing 14 swabs is \$59.00 (+ \$5 shipping / handling). There is special reduced pricing for increased quantities. They can be ordered by calling +1-866-966-SMILE or by going online to the Power Swabs Web Store at <http://www.PowerSwabs.com>.

Power Swabs are available for shipping to, and are only to be dispensed or applied by licensed dental professionals. A lower dosage OTC version will be available directly to consumers In October 2008.

#### **How To Contact Us**

Power Swabs Corporation is strongly committed to the finest customer service. We are always interested in your questions, opinions and comments. Please feel free to contact us through any of the ways listed below:

##### **Corporate Address & Phone**

To contact us by mail, please address all correspondence to:

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##### **Corporate Email Address**

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