



For Immediate Release

**DON'T JUST BRUSH YOUR TEETH
BLUSH YOUR TEETH WITH
BLUSH® PROFESSIONAL TEETH WHITENING
Fast Acting Gel Whitens Teeth Like the Dentist at Home**

Beverly Hills - (June 29, 2007) We all know the importance of brushing and flossing our teeth everyday, but brushing sometimes doesn't eliminate all the stains. Now along with brushing we should be **BLUSHING** with **Blush® Professional Teeth Whitening System!**

Everyone wants a dazzling Hollywood smile! Now you can take years off your smile so you look and feel younger and more confident. Teeth Whitening is big business **and** whiter teeth and a "bling" bright smile have always been Hollywood's best accessory. Now you can get those Reese Witherspoon and Charlize Theron flash bulb popping smiles without costly dental visits and expensive laser treatments.

Blush® Professional Teeth Whitening System is an effective and easy to use procedure utilizing the maximum 22% carbamide peroxide gel formula. This amazing system whitens teeth in just one application. Coffee, smoking, red wine as well as the normal aging process take its toll on our teeth and smile. **Blush® Professional Teeth Whitening System** is safe, simple and easy to use. In just three simple steps you can go from dull to dazzling! Step 1-Custom fit your dental trays, Step-2 Brush and floss your teeth, Step-3 Place the powerful teeth bleaching gel in your custom dental trays and use 1 to 2 times for 45 minutes per day until desired whiteness is achieved.

Some of the products now sold over the counter are ineffective. Millions of dollars are being spent daily and some products contain only 7% hydrogen peroxide. **Blush® Professional Teeth Whitening System** uses fast acting 22% carbamide peroxide with a propriety ingredient to eliminate and reduce sensitivity. This incredible system incorporates the same whitening gel sold to dental offices. Dentists charge \$300 - \$700 for a similar process. Just 2 refill syringes of 22% Carbamide Peroxide can cost over \$50.00 in the dental office.

Hollywood makeup artists know the value of these smile-enhancing products. Emmy Award winning head makeup artist for CSI, Melanie Levitt agrees. "We are in the business of making our celebrities look great and a beautiful smile is so important. The Blush System is so fast and easy."

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Blush Teeth Whitening System

Celebrity makeup artist Caprice Gray agrees. "This Blush Professional Teeth Whitening System is the best product I have seen on the market. It is so easy to use and my clients really love the fast acting gel for quick touch ups on set or before a shoot. I always carry extras in my kit!"

Blush Professional Teeth Whitening System was fortunate to be selected for inclusion in the exclusive 2006 Official Oscar® Presenter Performer Baskets. Celebrities who redeemed their Oscar® gifts include Jake Gyllenhaal, Billy Bush, Charlize Theron, Jennifer Garner, Meryl Streep, Reese Witherspoon, John Travolta, Jack Nicholson, Lauren Bacall, Tom Hanks, Nicole Kidman, and more.

Blush® has participated in many events including **Hollywood Life Magazine Young Hollywood Breakthrough of the Year Awards, Hollywood Christmas Parade, New York Fashion Week 2005 partnering with TiGI Bedhead and the 2005 BAFTA's (British Film and Television Awards honoring Elizabeth Taylor), Little Black Dress in London, CMA's and the 2006 Oscar® Gift Baskets.**

Blush® Professional Teeth Whitening System has also been featured on ABC's The View, KABC, and ABC.com's Katrina Szish Dish and OK Magazine.

The Blush® Professional Teeth Whitening System contains:

- (4) 3ml syringe applicators of 22% carbamide peroxide
 - (2) Boil and Bite trays
 - (1) Retainer case
 - Instructions & Color Shade Guide
- Retail: \$79.95

Blush® Professional Teeth Whitening System Refill contains:

- (4 pack) 22% Carbamide Peroxide Gel
- Retail: \$49.95

Blush proudly supports **Operation Smile**. "Throughout the world, **Operation Smile** volunteers repair childhood facial deformities while building public and private partnerships that advocate for sustainable healthcare systems for children and families. Together, we create smiles, change lives, and heal humanity." **Operation Smile** is celebrating its 25th Anniversary this year. In celebration of their 25th Anniversary, **Operation Smile** is launching an ambitious campaign-World Journey of Smiles-which combines 43 simultaneous surgical missions in 25 countries. For more information on this wonderful charity please visit: www.operationssmile.org

More information, photos, interviews available upon request.

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