

INGENIOUS IDEAS

DEPARTMENT

Tooth Whitening System Earns “Good Buy” Award

(NAPSA)—Since its arrival on store shelves in May 2001, an over-the-counter tooth whitening system has been giving consumers a reason to smile. Now even the product’s makers are beaming—the Good Housekeeping Institute has honored the system with one of its 2002 Good Buy Awards.

“We’re thrilled and proud to be chosen as one of this year’s best new products by the Good Housekeeping Institute,” said Val Bogdan-Powers, U.S. Brand Manager of Crest Whitestrips. “It’s exciting to see that our goal of bringing an affordable and effective tooth whitening option to consumers across the country has been recognized.”

Crest Whitestrips provides noticeable results in just 14 days. How it works is simple: the system uses clear, flexible strips coated with a whitening gel that stick to your teeth. They are worn twice a day for 30 minutes at a time and can help whiten smiles anytime, anywhere—while showering, driving, talking on the phone, etc. The system contains the same enamel-safe whitening ingredient—hydrogen peroxide—that dentists have been using for years.

According to the Good Housekeeping Institute, Crest Whitestrips received one of the prestigious awards due to its ingenuity, value and exceptional performance. The tooth whitening system was among the thousands of consumer products tested by the Institute as part of the Seventh Annual Good Buy Awards pro-



Crest Whitestrips, a revolutionary over-the-counter tooth whitening system, has been named one of the year’s best products by the Good Housekeeping Institute.

gram. Each product chosen for the awards must fulfill the following criteria: satisfy a well-established household need; be innovative in technology or design; be affordable to *Good Housekeeping* readers; and perform well in Institute tests.

Other 2002 Good Buy Award winners include: Remote Control Smoke Alarm from First Alert, Strollerstand from Parentwise, Good Grips Angled Measuring Cups from Oxo, Arctica Refrigerator from GE Profile, 3M Inflata-Pak Air Cushion Packaging and Steam 'N Press Da 75 from Rowenta.

Crest Whitestrips retails for about \$40 per box and is available online at www.whitestrips.com and at mass/food/drugstores.