

Oral Care For a Cause

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The OraWave Cares Pink Ribbon 2-Minute Twin Spin Toothbrush already has had solid sales in the mass channel and now is being added swiftly to most chain drug planograms, according to OraWave.

The success of the battery-operated Twin Spin is driven by its dentist-recommended two-minute timer, its two oscillating heads, its ergonomics and, most of all, the fact that OraWave donates 10 percent of profits from the toothbrush's sales to breast cancer research. The company also is offering a manual toothbrush twin-pack for consumers who prefer nonpowered toothbrushes.

Along with selected bonus offers tied to supporting breast cancer research, each Pink Ribbon product features a pink ribbon wrapped around its neck.

Additional products OraWave offers include the Tuned 2-Minute Twin Spin Music Timer Toothbrush, the OraWave Dental Floss Pod, the OraWave Home Hygienist Power Flosser and the Home Hygienist Power Whitener.