

INGENIOUS IDEAS DEPT.

Kids Brushing: Music To Parents' Ears

(NAPSA)—Brushing their teeth may be the last thing on a child's mind during the holidays, but with the help of music from some of kids' favorite stars—including Miley Cyrus as Hannah Montana, Ashley Tisdale, Kelly Clarkson, Cheetah Girls and "High School Musical"—parents can give their children the gift of good oral hygiene.

Pairing music from some of today's hottest stars with proprietary technology that encourages people of all ages to brush for two minutes—the amount of time generally recommended by dentists—a tuneful toothbrush is positioned to be a popular gift selection for youngsters.

TOOHTUNES, from Tiger Electronics, features patented Denta-Mandibular Sound Transmission technology, which transmits songs and music vibrations from the bristles, through the teeth, to the inner ear. Users hear two minutes of music they enjoy, which helps keep them brushing.

"With over 3 million brushes sold and such a wide variety of musical content to choose from," said Chris Byrne, independent toy analyst and contributing editor to Toy Wishes, "TOOHTUNES is sure to be one of this season's hottest stocking stuffers."

"These toothbrushes are not only fun, they're practical," said Dr. Ed McLaren, a dentist affiliated with UCLA. "Preliminary research from a select group of children shows that when using TOOHTUNES, kids brush longer than when using a standard toothbrush. And when kids brush longer, it means that they are removing more plaque for healthier teeth and gums."



Toothbrushes that deliver the tunes—along with cavity-fighting power—are expected to be a big hit this holiday season.

Whether you're looking for a great stocking stuffer, a playful present for one of the eight nights of Hanukkah or a treat to kick-start healthy brushing habits in the New Year, the high-fidelity toothbrush can be a fun gift for music lovers—and brushers—of all ages.

There are more than 25 selections currently available, including titles from Black Eyed Peas, KISS, Queen, Hilary Duff, Kelly Clarkson, Miley Cyrus as Hannah Montana, Cheetah Girls, "High School Musical," Corbin Bleu, Vanessa Hudgens, Ashley Tisdale, "Transformers," "Star Wars" and RBD.

For updates on new releases or to purchase the musical brushes, visit www.toothtunes.com. TOOHTUNES are available wherever toothbrushes are sold.