

THEN ^{and} NOW!

The Tree Twig Gets A Power Boost

(NAPSA)—Today, Americans look at a tree and they see shade, a place to hang a bird feeder, the possibility of a treehouse. The caveman, however, was far more industrious; he saw hundreds of toothbrushes. He would snap off a twig, mash up one end and then brush away. Quite innovative for its time, but not a great model of oral hygiene.

As Americans have evolved so have their toothbrushes, and twigs just aren't cutting it anymore. The demand is now for "high-speed counter-rotating bristle action" and "advanced plaque removal technology." Sales of power toothbrushes, oral irrigators and related devices increased over 40 percent last year to \$425 million, proving that the power toothbrush is the future of oral hygiene.

The Interplak, the first electric toothbrush for home use, was developed in 1986. Since then there has been a power toothbrush explosion—a steady increase in the popularity of power toothbrushes—largely due to product efficiency and decreasing costs.

Conair Corporation, manufacturers of the Interplak, recently introduced four new power



For early humans, toothbrushing options were limited to using shredded twigs or nothing. Today, low-cost power toothbrushes can offer fast and effective cleaning.

toothbrushes to meet the growing consumer demand for a cost-effective, superior form of oral care. The new product line features a power toothbrush for every need and every consumer.

With many other companies joining Interplak on the power toothbrush bandwagon, the price for battery-operated brushing is not quite that of a tree twig, but it's getting close. For more information about the Interplak call 1-800-633-6363.