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**Brush for two minutes without "pulling teeth"!<sup>™</sup>**  
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**FOR IMMEDIATE RELEASE**

## ***Keeping You "Armed to the Teeth" in the Battle Against Tooth Decay!<sup>™</sup>***

**Dallas, Texas –** With the launch of their new website, The Twooth Timer Company has also



launched their new blog, Twooth® Talk. "Our focus is on children's dental health," says Antoinette de Janasz, company Founder and President, "and we found there were no blogs dealing solely with that issue. With oral health being integral to overall health it's frightening to realize that tooth decay in children is reaching epidemic proportions ...and it's preventable! Knowledge is the key." Twooth® Talk is a resource for parents to learn about oral hygiene, ask questions, get tips from dental hygienists and other parents, plus discover new & useful products.

In its February report, The Pew Center on the States cited that every year 1 out of 5 children under the age of 18 goes without dental care.<sup>1</sup> This increases the risks for tooth decay and the costs for treatment later on. A 2007 study by the CDC found that the number of cavities in children between the ages of 2 and 5 has increased 15%, and the statistics are even worse for

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<sup>1</sup> [http://www.pewcenteronthestates.org/initiatives\\_detail.aspx?initiativeID=42360](http://www.pewcenteronthestates.org/initiatives_detail.aspx?initiativeID=42360)

underprivileged children.<sup>2</sup> “Unfortunately many children living below the poverty line have no access to preventive dental care but there are organizations, such as Christina’s Smile, that are working to change that and we want to support them. To help us accomplish this goal we need to get a lot of subscribers so we can attract advertisers!” added Antoinette. Parents and dental professionals are invited to ‘subscribe & save a smile’ at [www.twoothtimer.com](http://www.twoothtimer.com). Also available on the website are fun & educational free downloads in both English and Spanish! These downloads are great handouts for teachers, parents and dental offices in need of another weapon in the battle against tooth decay!

The Twooth Timer Company was incorporated in February 1999. The company’s first product, Twooth® Timer, began as an idea in August 1998 during a routine dental checkup. After being told by the dentist that her children needed to brush their teeth for two minutes (instead of ten seconds!), company Founder and President, Antoinette de Janasz, designed the Twooth® Timer. Through the development and marketing of the Twooth® Timer, Antoinette has learned of the importance of dental hygiene and its role in the overall health of the body. Through their products, website, and free downloads, Antoinette hopes to share this knowledge with others and help them achieve a lifetime of healthy smiles!



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<sup>2</sup> <http://www.cdc.gov/nchs/pressroom/07newsreleases/oralhealth.htm>