

## ***Sustainability***

We believe everyone should be a good steward of the environment. Dr. Du-More's makes every effort to use the most earth friendly products and processes available today.

## ***History and Innovation***

- Du-More Inc. of Rogers, Arkansas was incorporated in 1981. The company's initial product offering was a line of fluoride gel, Easy Gel, which was marketed directly to dental health professionals.
- In 1986 Du-More introduced a line of manual toothbrushes as well as an innovative way to floss, the individual handheld flosser. This item found placement and great success in national chains. This flosser began a trend away from traditional spool floss which is evidenced by the large number of handheld flosser options now available on retail shelves.
- During the 1990's, our original "Classic" toothbrush was introduced into retail. Since its introduction, over 85 million toothbrushes have been sold!
- In 2007 Du-More changed the manufacture of its brushes and flossers from traditional plastics to oxo-biodegradable plastics. We also made a change to RPET recycled packaging materials. Du-More is the leader in the dental products category in our efforts to be better stewards of the environment.
- In 2009 we improved our handheld flossers again, adding Xylitol to the floss. Xylitol has been proven to decrease tooth decay. We also changed from woven floss to a Kevlar filament. This stronger thread greatly reduces fraying of the floss.
- In 2009 we added a line of anti-bacterial toothbrushes. Toothbrushes can harbor many germs. Using nano-technology, silver is added to the bristles. Silver effectively kills bacteria, which helps the user stay healthier.
- In 2010 Du-More introduced a completely new way to market its products. Through fundraising channels, we are able to market directly to consumers and allow charitable organizations to enjoy profits which would otherwise go to retailers.

***Dr. Du-More's***<sup>®</sup>

Rogers, Arkansas  
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