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Press Release

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M-Th: 7:30 a.m. – 5:00 p.m.

F: 7:30 a.m. – 4:00 p.m. CT.

FOR IMMEDIATE RELEASE

October 23, 2006

NEW PRODUCT ANNOUNCEMENT

Beutlich® LP, Pharmaceuticals is proud to introduce NEW Snap-n-Go™ Swabs. These unit dose swabs are individually wrapped and help eliminate the risk of cross contamination while making the application of topical anesthetic and plaque disclosing agents neat and easy. NEW Snap-n-Go Swabs are available in boxes of 72 swabs and in 8 count travel packs for the following products:

- HurriCaine® Topical Anesthetic Liquid
- HurriView® Plaque Indicating solution
- NEW HurriView II™ Two-Tone Plaque Indicating solution

For more information or to place an order, call 1-800-238-8542.