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**FOR IMMEDIATE RELEASE**

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## YOUNG LAUNCHES REVOLUTIONARY SMARTSELECT™ SELECTIVE POLISHING PASTE™

**EARTH CITY, MO., SEPT. 10, 2015** - Young Dental is excited to announce the launch of SmartSelect Selective Polishing Paste, the first 2-in-1 selective polishing system that promotes enamel health through customized care.

SmartSelect includes a stain remover paste and polishing paste in a single-unit cup that fits inside a customized gripper for easy use. This new one-cup, two-benefit prophylaxis paste empowers hygienists to efficiently practice “Essential Selective Polishing” - a healthier approach to polishing that promotes using the least abrasive agent possible to preserve enamel health.

Coarse paste can cause hypersensitivity and can create rough surfaces that plaque and stains can adhere to, and should be used sparingly.

“SmartSelect is a revolutionary new product that will change the way the industry polishes,” said Kristi Metrick, Senior Brand Manager for Young. “Though most teeth in a patient’s mouth are not heavily stained, the majority of paste sales in the U.S. are coarse grit. We know hygienists want to protect their patients’ enamel - but in the past, that required opening more than one cup of paste, and that just isn’t practical.”

SmartSelect Selective Polishing Paste offers a smarter way to polish by empowering hygienists with a convenient way to selectively polish each tooth. The stain remover/coarser paste should be used first to spot clean, followed by the polish/finer paste for a smooth, lustrous finish.

“Our chemists, engineers and manufacturing team in Earth City, Mo., collaborated with the hygiene community to perfect the unique SmartSelect formula,” Metrick said. “Hygienists participated in product testing and were involved in every step of the development process to ensure this revolutionary new paste measures up to Young’s promise of quality and innovation.”

SmartSelect Selective Polishing Paste is gluten-free, fluoride-fortified and sweetened with xylitol. It is available in 125-count boxes in Mint and Assorted (Mint, Cinnamon and Clementine) flavors.

Request a **FREE SAMPLE!** Visit [www.youngdental.com/product/young-smartselect/](http://www.youngdental.com/product/young-smartselect/) to learn more.

### **About Young Dental:**

Young Dental is dedicated to providing the dental community with innovative, high-quality products that reflect the professionalism of the industry. Based in Earth City, Mo., the company is a leading designer, manufacturer and marketer of consumable supplies, instruments and other products used by dental professionals primarily in preventive dentistry, restorative procedures and instrument sterilization.

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