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FOR IMMEDIATE RELEASE

GC America Introduces:

MI Paste[®] ONE

A One-step Toothpaste with RECALDENT^{™†} Technology

Alsip, IL – June 2017 – GC America Inc. is excited to announce the **September 2017** launch of MI Paste[®] ONE in the United States.

The MI Paste[®] Family products are the safe, natural, and effective way to strengthen your teeth and protect your enamel – giving you near-instant pain relief, and helping your teeth get back to looking their best. MI Paste Family products are the only topical treatments containing the active ingredient RECALDENT[™] (CPP-ACP), a natural, milk-based system for the more effective release of calcium, phosphate, and fluoride into the saliva and teeth.

GC America with MI Paste ONE is delighted to present another way to treat, sensitivity, remineralize tooth enamel and prevents white spot lesions.

Imagine a simple single step for treatment and cleaning. From the makers of MI Paste[®] and MI Paste Plus[®], comes a two-in-one toothpaste – MI Paste ONE. A replacement for your current toothpaste, it gives you the same power of MI Paste Plus, but in a single application. Now, rather than brushing first then applying MI Paste/MI Paste Plus, you'll simply brush with MI Paste ONE.

MI Paste ONE - Features and Benefits:

- Releases bioavailable calcium, phosphate and fluoride as much as MI Paste Plus.
- Is Sodium Lauryl Sulfate - free! Instead, it contains a milder surfactant. The mild foaming also helps to reduce the discomfort after brushing.
- Designed to be gentle to the tooth but with high cleaning efficacy. MI Paste ONE has a low Relative Dentin Abrasivity (RDA) value is 64.

Clean and Protect with MI Paste ONE

For more information on GC America and its complete product line, please visit our corporate website at www.gcamerica.com.

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