

NEWS RELEASE

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FOR IMMEDIATE RELEASE

POP SONIC DONATES 50,000 TOOTHBRUSHES TO HELP KIDS STAY HEALTHY

(Charlotte, NC, February 9, 2021) Pop Sonic, a manufacturer of sonic skin care and oral care products, recently donated eco-conscious, bamboo toothbrushes to 49 nonprofit organizations that provide dental services to children in need. The donation, valued at \$137,500, was the result of their GetGive campaign.

Through the campaign, the company pledged to donate one toothbrush for each item sold at shoppopsonic.com to America's ToothFairy, a nonprofit organization that provides resources for safety-net dental clinics and oral health organizations serving children from low-income families and communities with restricted access to dental care.

Millions of children throughout the U.S. do not have access to proper oral health care and dental services. Children living in poverty have a higher rate of tooth decay and are less likely to visit a dentist. Children who suffer from tooth decay miss school, have trouble eating and sleeping, and risk dangerous infections that can lead to long-term health problems and even death. Access to basic dental hygiene products is an essential step to avoid dental disease.

"At Pop Sonic, we believe that everyone should be able to have access to high-quality oral care products," said Jeff Miller, President and CEO of Pop Sonic. "Many families are really struggling right now. America's ToothFairy made it easy to step up and help those who need it the most."

America's ToothFairy serves 57 nonprofit partners nationwide, including Children's Dental Services (CDS) in Minneapolis, MN. "We had a family of five come into our office that had lost their toothbrushes during a recent move and had gone without for several days," Sarah Wovcha, Executive Director at CDS reported. "We were able to provide them with new ones thanks to this amazing donation. The kids were very excited!"

"It's surprising how often we learn from children that they don't have a toothbrush or are sharing one with their entire family," said Jill Malmgren, Executive Director of America's ToothFairy. "Of course, we know this is terribly unhealthy and can be particularly dangerous during a pandemic. We are especially grateful for Pop Sonic and their commitment to provide disadvantaged kids with the basic tools they need to stay healthy."

About Pop Sonic

Pop Sonic creates high quality sonic skin care and oral care products that help people put their best face forward. Pop Sonic's sonic toothbrushes and sonic water flossers aim to keep teeth and gums healthy featuring state-of-the-art technology coupled with fashionable designs and colors. Learn more at shoppopsonic.com.

About America's ToothFairy: National Children's Oral Health Foundation

As a resource provider, America's ToothFairy increases access to oral health care by supporting nonprofit clinics and community partners delivering education, prevention and treatment services for underserved children. Since its inception in 2006, America's ToothFairy has distributed more than \$22 million in donated products, educational materials and financial grants to improve oral health outcomes for children and youth in need. For more information, visit AmericasToothFairy.org.



Staff at Children's Dental Services in Minneapolis, MN are happy to receive toothbrushes from Pop Sonic. As members of the Dental Resource Program of America's ToothFairy, the dental clinic benefits from product donations that help stretch their budgets to serve more low-income families and children with restricted access to dental care.