

Immediate Release

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***Spiffies® Baby Tooth Wipes To Be Distributed Throughout South Africa by Bennetts®***

Tucson, AZ – Ray Wagner, M.D., president of Tucson, Arizona-based DR Products, Inc., announced that the company's *Spiffies® Baby Tooth Wipes*, individually packaged, disposable tooth and gum cleaners, will be marketed throughout South Africa, co-branded and distributed by Bennetts® brand baby products.

Popular Bennetts products are manufactured and marketed by Bennett Brothers CC, based in Wendywood, Republic of South Africa. Their products are available at major supermarket chain stores, pharmacies and baby retail outlets throughout the country. Bennetts will also export *Spiffies Baby Tooth Wipes* to Swaziland, Botswana and Namibia.

"As we build the market for *Spiffies Baby Tooth Wipes* here in the United States," Dr. Wagner said, "it is gratifying to see such strong demand in foreign countries. Bennetts is a very popular and well-regarded name in baby products in South Africa, a nation of 45 million people with extensive retail chain operations. We will gain shelf space immediately across the full range of food, drug and specialty stores, with active marketing support from our new South African partner. This should impress other foreign companies that have been looking at our exciting products."

Bennetts co-president Morris Bennett noted, "*Spiffies Baby Tooth Wipes* have no competition in South Africa. They are brilliantly designed; they have proven, substantial health benefits for teething infants and toddlers; and my own toddler has demonstrated that children love the taste and texture of these important oral health devices. *Spiffies Baby Tooth Wipes* should do extremely well in our market."

*Spiffies Baby Tooth Wipes* are available in all-natural Baby Grape, Baby Apple and Mmmango flavors. They contain xylitol, a safe, natural ingredient proven to prevent tooth decay and gum disease. Just wrap a *Spiffies* towelette around a finger and rub it over teeth and gums.

Physicians and dentists recommend that babies' and toddlers' teeth and gums be cleaned after every feeding or meal. The U.S. Centers for Disease Control & Prevention (the CDC) has identified Early Childhood Caries (or Baby Bottle Tooth Decay) as "perhaps the most prevalent infectious disease of our nation's children." Dr. Wagner said, "*Spiffies* give parents a convenient, safe, and effective way to clean their infant's teeth and prevent cavities. *Spiffies* help establish a regular oral hygiene routine, starting kids on a healthy lifestyle."

Buy ***Spiffies*** at Bashas' Supermarkets, Sunflower Markets, on the Internet at [www.spiffies.com](http://www.spiffies.com) or by calling 1-888-615-0751. A box of 24 costs \$5.75; a tri-

pack with 24 of each of three flavors costs just \$15.75 (shipping extra). For a free sample, send a stamped, self-addressed envelope to DR Products, 3305 N. Swan Road #109, PMB 431, Tucson, AZ 85712.

For more information about Bennetts® products, please visit [www.bennettsforbabies.co.za](http://www.bennettsforbabies.co.za) and [www.colic.co.za](http://www.colic.co.za).

#### About DR Products

DR Products, LLC, founded by Ray Wagner, M.D., is dedicated to improving child and adult health with consumer-friendly, non-prescription products featuring clinically proven, safe and uniquely beneficial ingredients. For more information about **Spiffies® Baby Tooth Wipes**, visit [www.spiffies.com](http://www.spiffies.com) or call 520-615-0751.

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Photo at <http://www.spiffies.com/newswire/spiffies-march-lg.jpg>

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