



FOR IMMEDIATE RELEASE

## First Faucet Powered Oral Irrigator – Under \$20!

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**Menomonee Falls, WI** – Idea Factory, Inc. has introduced ProFloss® Waterflosser and generated excitement for its affordability, convenience and sustainability as the new entrant in the oral irrigator category.

ProFloss® Waterflosser users prefer that the unit is powered by the faucet, doesn't take up counter space and doesn't require filling a reservoir with water.

No reservoir means no standing water, which is much more sanitary and no batteries or electricity makes it environmentally-friendly. When not in use, the unit stores out-of-sight in a zipper storage pouch, which makes it great for traveling too.

Waterflossing is recommended for adults and children, especially individuals with braces, crowns, bridges and implants, along with proper flossing and brushing. ProFloss® Waterflosser features four settings that can be selected based upon individual comfort and includes two waterpick tips. Extra tips are available for additional members of the household.

### How it Works:

Remove the existing faucet aerator and replace it with the patented ProFloss® aerator one time. The ProFloss® aerator does not change your faucet's performance. When ready to use, snap on the waterflosser hose to the aerator. Select from one of four water flows then turn on water. After use, push the aerator's release button to detach the hose and store the waterflosser in the provided pouch.

ProFloss® Waterflosser is available at Meijer for under \$20. You can also purchase online from [cvs.com](http://cvs.com), [target.com](http://target.com) and the manufacturer at [www.pro-floss.com](http://www.pro-floss.com) or by phone at 1-800-867-4673 and 1-262-703-0011.

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Idea Factory, Inc. was started in 1994 by husband/wife team, John and Patty Mueller. Patty will tell you John is the "idea" guy and John will admit Patty "makes it happen" (the "factory"). Garrett Butrym, Vice President - Sales & New Business Development joined the Muellers in 2001. Others have arrived over the years that have stuck with them ... that's to say, John is no longer the only guy with ideas and Patty has lots of help now. Without their dedication, Idea Factory wouldn't be what it is today!

Idea Factory, Inc. is a certified Women's Business Enterprise providing RINSE ACE® and PRO-FLOSS® Brand Bath and Shower Products to the nation's leading retailers, regional chains and local "mom and pop" shops, as well as hotels. We have grown over the years by listening to our customers and those who have purchased our showerheads, shower accessories and pet bathing products, to learn what we can do to improve our existing products and introduce new products.

Take a tour through our sites and learn more about RINSE ACE® Brand shower heads, shower accessories, baby rinsers, bath safety products and dog bathing supplies and PRO-FLOSS® Brand oral irrigators.