



**Contact:**  
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## Inspector Hector® Plaque Detector and Tooth Protector Oral Rinse Fact Sheet

<p><b>Inspector Hector</b></p>	<p>Inspector Hector is a fun, interactive brand that promotes good hygiene habits in children (ages 6 to 12). Inspector Hector Oral Rinse products are designed to engage kids in brushing – and in turn, help parents win the daily tooth brushing battle. Using these products, parents can make brushing an enjoyable activity for children rather than a chore.</p>
<p><b>Product Selection</b></p>	<p><b>Inspector Hector Plaque Detector:</b> This rinse, used prior to brushing, turns plaque a blue color, signaling to children that these are problem areas and to target them when brushing.</p> <p><b>Inspector Hector Tooth Protector:</b> This post-brush rinse is designed to fortify teeth and protect against stains.</p> <ul style="list-style-type: none"> <li>• Inspector Hector Plaque Detector comes in Secret Blue Bubblegum and Secret Blue Mint.</li> <li>• Inspector Hector Tooth Protector is available in Top Secret Bubblegum.</li> <li>• Products are packaged in colorful, kid-friendly bottles that are tamper-proof to ensure safe dispensing.</li> <li>• Labels include easy-to-read directions for use.</li> </ul> <p>Inspector Hector products can be used alone, or as part of a three-step regimen:</p> <ol style="list-style-type: none"> <li>1. Rinse with Inspector Hector Plaque Detector to see where to brush.</li> <li>2. Brush teeth with a fluoride toothpaste.</li> <li>3. Rinse with Inspector Hector Tooth Protector to fortify teeth against cavities.</li> </ol>
<p><b>Availability</b></p>	<p>Inspector Hector Oral Rinse products are available at mass retail as well as other major grocery and drug store chains.</p>
<p><b>Pricing</b></p>	<p>While Vi-Jon does not set individual retail prices, products are priced between \$2.99 and \$3.99.</p>
<p><b>Oral Care Facts</b></p>	<ul style="list-style-type: none"> <li>• More than 51 million school hours are lost each year due to dental-related illness.</li> <li>• Poor oral hygiene has been linked to serious illnesses such as heart disease, diabetes, and more.</li> <li>• Tooth decay remains one of the most common diseases of childhood (5 times as common as asthma).</li> </ul> <p>Dental experts agree that the key to establishing good oral hygiene habits is to start early, make brushing teeth fun, and stick to a routine.</p>
<p><b>About Vi-Jon</b></p>	<p>Vi-Jon, Inc., based in St. Louis, MO, is one of the nation's oldest private label health &amp; beauty care companies, serving retailers in all 50 states. For more information, please visit the company's website at <a href="http://www.vijon.com">www.vijon.com</a></p>