



As Seen In...

NEW YORK'S HOMETOWN CONNECTION

WWW.NYDAILYNEWS.COM

# DAILY NEWS

## MEDICINE CHEST

September 8, 2004

# Guarantee clean hygiene

**WHAT:** The VIOlight Toothbrush Sanitizer & Storage System.

**WHY:** A 2000 study by the U.S. Surgeon General found that toothbrushes can be receptacles for a host of bacteria, since most brushes are cleaned only with a splash of water after use. The CDC also recently commented that "even after being rinsed visibly clean, toothbrushes can remain contaminated with potentially pathogenic organisms."

**HOW IT WORKS:** The system emits germicidal UV light, the same technology found in hospitals and dentist offices. Independent lab results show that the VIOlight eliminates 99.9% of bacteria it comes in contact with in under 10 minutes.

The Philippe Starck-designed container holds up to four toothbrushes at a time, and can also accommodate electric versions. Inside the VIOlight, toothbrushes rest on a drip tray that can be removed for cleaning. The unit is approximately the same size as a standard sink-top toothbrush holder.

**COST:** \$49.95, currently only available online, at [www.violight.com](http://www.violight.com).

*Julian Kesner*

