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CLEAN UP YOUR KISSER WITH PEARLY WIPES!

- Fight coffee stains, booze breath and other mouthy maladies with one swipe of a wipe -

San Luis Obispo, Calif. – Whether you’ve been caught with severe coffee breath in a morning meeting, grimy teeth after a round of margaritas or a stained smile from a longstanding love of soda, a not-so-fresh mouth and less than perfect pearly whites aren’t anyone’s cup of tea.

Say adios to stains and stink with **Pearly Wipes** from Borracha LLC. One swipe will clean, freshen and protect your teeth, lips and tongue from coffee and tea stains, sticky margarita residue, acidic wine damage, and even from smoking discoloration.

From the makers of red wine busting Wine Wipes, the new Pearly Wipes feature a proprietary blend of stain-removing and teeth-protecting ingredients, including:

- **BAKING SODA** – For more than just science-fair volcanoes, clean refrigerators and traditional toothpaste, once dissolved, baking soda gives off free radicals which penetrate the surface of the tooth’s enamel and make stain molecules clear. It also neutralizes acids that can corrode enamel.
- **SALT** – Often referred to as the “polite teeth cleanser,” salt is a natural cleanser and antiseptic, helping remove stains and alkalize the mouth to fight germs.
- **HYDROGEN PEROXIDE** – A real germ slayer, a small amount is included in the formula to help kill bacteria and viruses in your mouth. Peroxide also imparts a mild bleaching action, but not enough to strip enamel or whiten.
- **CALCIUM** – Known for strengthening teeth, calcium will adhere to teeth enamel and can help with re-mineralization, which is necessary on a regular basis to keep teeth healthy and strong.
- **GLYCERIN** – To protect from further coffee or tea stains, glycerin will coat teeth to keep your smile bright and white even through your second – or third – cup of joe.
- **PEPPERMINT OIL** – A natural antiseptic, this minty-fresh ingredient not only removes bad breath, but also keeps teeth and gums germ-free. As an added bonus, peppermint oil can naturally relieve toothaches, stress, headaches, and indigestion.

Available in a convenient 20-wipe compact complete with mirror, Pearly Wipes fit into your pocket or purse and can be used after any offending beverage – coffee, tea, soda, fruit juice, red *and* white wine – as well as a minty treat after a meal when no toothbrush is in sight.

Pearly Wipes retail for \$6.95/each at www.ilovepearlywipes.com.

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ABOUT BORRACHA LLC

Borracha LLC, located in San Luis Obispo County, creates innovative products for social drinkers while using a portion of the proceeds to support water projects in the developing world. Founded by red wine lover Kimberly Walker, Borracha’s flagship product, Wine Wipes, keeps you smiling pretty, not purple, as you drink your favorite red. The just-launched Pearly Wipes clean, freshen and protect your teeth, lips and tongue from coffee and tea stains, sticky margarita residue, acidic wine damage, and more, and Borracha’s newly updated website now features an interactive VinQuiz to help you pair your personality to the perfect wine. For more information, please visit www.borracha.us.