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RED WINE MAKES YOU DIRTY!

- Flash your pearly, not purple, whites with Wine Wipes -

San Luis Obispo, Calif. – Whether you call it *dirty mouth*, *tannin teeth*, or even a *wine tattoo*, everyone from the daintiest drinkers to the most serious slurpers all fall victim to the unattractive dark film that red wine stain leaves on your smile.



Now, you can wipe that wine off your mouth with Borracha Wine Wipes, a proprietary blend of stain-removing and teeth-protecting ingredients available in a convenient 20-wipe compact, complete with mirror. Just run Wine Wipes over your teeth and mouth, and order another round of red.

Wine Wipes owe their power to a unique combination of the following ingredients:

- **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 red wine stain, glycerin will coat teeth to keep your smile bright and white even through your second – or third – glass of red.
- **ORANGE BLOSSOM** – A flavor found naturally in red wine, orange blossom acts as an antibacterial palate cleanser and antiseptic. Don’t worry if you swallow it – it’s actually been known to aid in digestion.

Faced with the decision to either switch to Chardonnay or develop an oral red wine stain removal product, Kimberly Walker, Founder of Borracha LLC, created a recipe to keep her

smiling pretty while she indulged in her favorite drink. After proving successful with a handful of willing wine-drinking volunteers, she enlisted the help of a world-renowned chemical laboratory to turn the recipe into a first-of-its-kind formula, and Wine Wipes was born.

Wine Wipes retails for \$6.95/each or 3/\$18.00, and can be found at retailers nationwide and online at www.WineWipes.com.

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.