



MEDIA CONTACT:
Michael Goodman
(954) 730-7730, ext. 105
michael@bitnergoodman.com

A HEALTHY SMILE GOES A LONG WAY TO PROVIDE HEALTH CARE FOR THOSE IN NEED

*Sales from Miami-based Dr. Sharp's Oral Care Product Line to Benefit
Miami Beach Community Health Center*

MIAMI BEACH, FL (January 18, 2010) -- Miami's own Dr. Bruno Sharp knows the value of a great smile! The respected Prosthodontist will contribute 15% of the proceeds from the online sales of his new doctor-tested and earth approved oral-care product line to Miami Beach Community Health Center (MBCHC) through December 2010.

MBCHC, a recognized not-for-profit comprehensive health care network for Miami-Dade County residents, will benefit from the sales of *Dr. Sharp's new oral care product line*, which consists of fresh mint whitening toothpaste, green tea whitening toothpaste, strawberry crème toothpaste especially for kids, fluoride-free natural mouthwash, tongue cleaners and classic soft and extra-soft toothbrushes.

"As a supporter of Miami Beach Community Health Center, I am proud to donate a portion of the sales from my new product line to promote health and wellness in our community," said Dr. Bruno Sharp, creator of the oral health care line *Dr. Sharp*. "It is great for us to give back while we promote dental health and do our part to impact the environment."

Dr. Sharp's toothpastes and mouthwashes are fluoride-free and made with natural ingredients and herbals that harness many of the restorative and nurturing qualities found in nature. The product ingredients are vegan and not tested on animals. All boxes are printed with soy ink and all bottles are PBA-free. The packaging and components of the toothbrushes and tongue cleaner are even recyclable, excluding the bristles. To purchase products or for more information on *Dr. Sharp's* product line, please visit www.drfluoridefree.com or call 305-857-0990.

"We are grateful to Dr. Bruno Sharp for his ongoing support of our mission to provide health care for those in need in Miami-Dade County," said Kathryn Abbate, M.H.A., CEO of Miami Beach Community Health Center. "Literally, he is putting his money where his mouth is by donating proceeds from the sale of his product line and regularly offering his time and supplies to our dental care program."

About Miami Beach Community Health Center

Established in 1977, Miami Beach Community Health Center is a fully integrated health care network providing quality, affordable medical and support services. Board certified specialties include family medicine, pediatrics, obstetrics and gynecology, internal medicine, dental, geriatrics and behavioral health. Presently, the Center serves over 25,000 residents a year. More than half of the residents served are under the age of 19, of ethnic origin, either at below poverty level and uninsured, underinsured or indigent. All patients receive the same quality health care and no one is turned away based on their economic situation. Miami Beach Community Health Center operates health centers in South Beach, North Beach, Little Haiti and

North Miami. For more information about health care services offered by Miami Beach Community Health Center, please contact (305) 538-8835 or visit www.miamibeachhealth.org.

About Dr. Bruno Sharp

Bruno Sharp, a Prosthodontist specialist with years of advanced training and experience, has provided professional dental care in Coconut Grove for the past 12 years. Born in Rio de Janeiro and following a family tradition of more than 100 years, Dr. Sharp is the 4th generation of dentists from the Sharp family from Brazil, who have studied in the United States. Dr. Sharp first earned his dental degree in Rio de Janeiro and completed an advanced program in Restorative Dentistry at the National University in Brazil. He chose to study in the United States, where he received his Doctorate of Dental Surgery degree at the Virginia School of Dentistry. He then decided to specialize in Prosthodontics, and graduated from the University Of Florida's College Of Dentistry Master's program. Dr. Sharp is an active member of professional dental associations such as the Florida Dental Association, American Dental Association and American College of Prosthodontics.

###

Photo caption:

Dr. Sharp oral care product line offers a fluoride-free, natural approach to dental care and provides an opportunity to benefit Miami Beach Community Health Center.