

U.S. Mouths Prepared To Meet Oralcryst™ at ADA Annual Session in Hawaii

(September 29, 2009 -- San Rafael, CA) — Oralcryst™ (www.Oralcryst.com), a new functional food product from Japan Premium Corporation, is being introduced for the first time to the US market at the 2009 ADA Annual Session in Hawaii this week.

The Food & Drug Administration (FDA) doesn't yet have a specific regulation for the new and growing functional food category, but the Institute of Food Technologists (IFT) defines it as Food and food components that provide a health benefit beyond basic nutrition.

Japan Premium Corporation is initially promoting two products that provide many benefits using only FDA-approved Generally Recognized As Safe and Effective (GRASE) food ingredients. The corporation is planning on making these candies available at dental offices and /or retailers.

Oralcryst™ Junior is a sugarless candy aimed at young toddlers and children; Oralcryst™ DuoPlus is a revolutionary new minty sugarless candy for adults. Both products naturally wash and chew away cavity-causing bacteria to optimize good oral health in their users.

Samples will be distributed at the booth #1446

About Japan Premium Corporation

Oralcryst is a brand owned by Japan Premium Corporation (www.japanpremiumcorp.com), a green company. Its vision is to be the #1 brand choice of oral care products by promoting natural health to all people around the world, and to enhance their well-being by offering innovative, safe products, as well as knowledge of how to optimize good health. All of its products are developed, tested, and scientifically proven effective in Japan with the highest standards of quality and safety.

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