



dazzlesmile™ and Optimal Health Science® Issue Cease and Desist – Trademark Infringement and False Advertising Alleged

SALT LAKE CITY, October 20 – dazzlesmile, llc and Optimal Health Science, LLC collectively referred to here as “dazzlesmile™” (www.dazzlesmile.com), who own the trademarks “dazzlesmile™” and “Optimal Health Science®” – have issued a Trademark Infringement Cease and Desist to Farend Services Limited, DBA DazzleSmile Pro and Epic Advertising AKA Azoogole.com, Inc.

dazzlesmile™ has been marketed in the US since 2004 as a consumer teeth whitening system consisting of proprietary and patent-licensed mints, toothpaste and mouth wash. dazzlesmile™ products consist, in part, of FDA regulated over-the-counter (OTC) ingredients and must be manufactured in an FDA approved facility. Consumer sales of dazzlesmile™ must contain FDA and Federal Trade Commission (FTC) prescribed package labeling.

Farend Services and Epic Advertising, in concert with other parties, are alleged to be advertising “DazzleSmile Pro” (www.dazzlesmilepro.com) and other teeth whitening products under assorted names, that infringe the trademark “dazzlesmile™” by using deceptively similar websites, URL’s and landing pages, and by embedding the keyword “dazzlesmile” with Internet search engine providers, including Google, MSN, Bing and Yahoo! The only official, authorized and advertised website for dazzlesmile™ products is www.dazzlesmile.com – all others that appear to be deceptively similar are alleged to be counterfeits and infringe the dazzlesmile™ trademark.

dazzlesmile™ has received thousands of consumer complaint calls and emails about Farend Services and www.dazzlesmilepro.com. The legitimate dazzlesmile™ has wrongfully been the subject of Better Business Bureau inquires, and has been contacted by the consumer protection division and state attorneys general of Utah, Delaware, Vermont and Oklahoma about the deceptively similar and false advertising of www.dazzlesmilepro.com. Consumers should be extremely wary about purchasing teeth whitening products through www.dazzlesmilepro.com or Farend Services Limited, as they are allegedly not packaged or labeled in compliance with FDA or FTC regulations. dazzlesmile™ is reporting the violations to the FDA and FTC.

dazzlesmile™ was originally formulated by a cosmetic dentist and maxillofacial surgeon. In addition to the dazzlesmile™ trademark, the product is protected by US patents.

Google, MSN, Bing and Yahoo! have also received the dazzlesmile™ Cease and Desist.

Source: dazzlesmile, llc and Optimal Health Science, LLC