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Press Release Distribution Report

February 10, 2026

Company Name

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Distribution Report

Propr Picks and the New Standard in Oral Care: Why Gentle Tools Matter for a Healthier Smile

Date Submitted: 2026-02-10

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Your Submitted Press Release

Everyone knows brushing and flossing are essential to oral health, yet millions still struggle with gum irritation, sensitivity, and plaque buildup between teeth. Enter **Propr**, a fluoride free dental wellness brand with a fresh approach to everyday oral hygiene that's making waves for both consumers and clinicians alike.

Developed by **Dr. Jack Gruber**, one of New York's most respected periodontists and dental educators, Propr aims to rethink how we care for our mouths, starting with the tools we use every day. After decades of clinical experience and observing the cumulative damage caused by conventional toothbrushes and abrasive tools, Dr. Gruber concluded that what needed changing wasn't people's habits: **it was the tools themselves.**

"Traditional brushes and picks can be too harsh on delicate gum tissue," Dr. Gruber explains. "I wanted to create products that *work with the mouth*, not wear it down over time." Guided by that principle, Dr. Gruber designed the Propr system: super soft-yet-effective brushes and picks engineered to clean thoroughly while minimizing irritation.

The Problem With Traditional Oral Tools

Many typical toothbrushes use stiff nylon bristles that can feel like they're doing a "deep clean," but over years of daily use they can wear down gum tissue and even erode enamel, especially when people brush with pressure. Studies show that gentle, effective plaque removal can help protect gums and sustain long-term oral health. In contrast, repeated abrasion from harder tools is linked to common issues such as gum recession and increased sensitivity.

Meanwhile, flossing, a cornerstone of dental hygiene, is often neglected or done with tools that aren't optimized for everyday comfort. That's where **Propr Picks** come in.

What Makes Propr Picks Different

The Propr Picks line includes soft dental picks designed to remove plaque and food particles between teeth, places a toothbrush can't fully reach. The smooth PTFE floss glides easily even in tight spaces, lifting debris before you brush and preparing your mouth for a deeper clean. The tapered pick gently clears larger gaps and stimulates gums, leaving your mouth feeling refreshed and ready for the next step.

Here's what makes them stand out:

- **Gentle glide between teeth and just below the gumline**, reducing the risk of irritation
- **Floss and interdental pick in one tool**, simplifying routines
- **Stimulates gums while removing build-up**, supporting healthier tissue

- **BPA-, latex-, and PFAS-free with FDA-approved materials**, for safety and peace of mind

As Propr puts it: *“Better care starts here.”* These picks help ensure your toothpaste and brush can do what they’re meant to: reach where it matters most.

Why Flossing Matters More Than You Think

Brushing alone only cleans the visible surfaces of your teeth. The spaces *between* teeth and along the gumline are prime zones for plaque and bacteria to accumulate, and this is where flossing shines. Dental professionals consistently emphasize that food debris and bacteria trapped between teeth can lead to inflammation, gingivitis, cavities, and even systemic health issues over time.

In fact, flossing can:

- **Remove up to 40% of plaque a toothbrush can’t reach**, helping prevent gum disease
- **Reduce harmful bacteria that contribute to inflammation**
- **Freshen breath by eliminating trapped debris**
- **Support overall oral and systemic health** as gum inflammation is linked to serious conditions like heart disease and diabetes

The American Dental Association recommends flossing daily, ideally before brushing, to help create a cleaner, healthier mouth. Propr Picks are designed to make that step smoother and more comfortable, a small change that can make a big difference when done consistently.

A Simple Routine With Big Benefits

For many people, the Propr routine begins with flossing first, removing debris and plaque between teeth *before* brushing. That prepares the mouth for the Propr Brush and toothpaste to clean the surfaces more effectively, reaching deeper and more thoroughly than brushing first. Following this order ensures that fluoride and cleaning agents get where they can do the most good.


Dr. Gruber emphasizes that this isn’t about perfection, it’s about *smart, sustainable habits* that protect long-term oral health. “We want people to feel empowered,” he says. “It’s not about brushing harder... it’s about brushing *right*, and with tools that support your gums rather than wear them down.”

The Propr Difference

Propr isn’t just another dental brand, it’s a clinically informed approach to oral care driven by real patient outcomes and preventive mindset. Products like Propr Picks demonstrate how innovation can align with everyday needs, helping people maintain a healthier mouth with less discomfort.

Whether you're tired of floss that tears or picks that scratch, or you're simply ready for an upgrade to your dental care tools, Propr offers a thoughtful solution backed by expert insight and user-focused design.

Your smile deserves tools that help, without harm.

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