

J.M. MURRAY INC.

OraLinekids 2012

INTRODUCING *Names and Faces*



SAVE \$\$ ON TOOTHBRUSHES IN 2012 - AND KEEP KIDS HAPPY!

J.M. Murray Inc.

823 NYS Route 13
Cortland, NY 13045

(800) 566-8772

NON-PROFIT
US POSTAGE
PAID
CORTLAND, NY
PERMIT #34

NEW TOOTHBRUSH SANITIZING AND STORAGE SYSTEMS

*Rack, store, and sanitize in our brand new systems.
Store toothbrushes and sanitize as needed.*



60091

\$49.95 each

With new drying fan!

Toothbrush Sanitizer

Holds 10 toothbrushes. Comes with 2 free toothbrush holders!



60080

\$15.95

Toothbrush Holder

Holds 5 toothbrushes.



60081

Toothbrush Storage Unit

Holds 3 toothbrush holders. Stores 15 toothbrushes. Toothbrush unit sold separately.

\$8.75 for stand only

Product Code	Case	Tufts	Description	Case Price
60091	1	N/A	10 Unit Toothbrush Sanitizer	\$49.95
60081	1	N/A	3 Toothbrush Holder Storage Unit	\$8.75
60080	1	N/A	5 Toothbrush Holder	\$15.95

FREE SHIPPING ON ORDERS OVER \$100.00

EARLY HEAD START SPECIAL

2 oz. BBG Non-Fluoride Toothgel

Non-fluoride bubblegum flavored gel.

*Non-fluoride tooth-gel
recommended for Early Head Start*



44112

\$35.95 / case of 36

Choose from among any of these three recommended baby brushing tools:

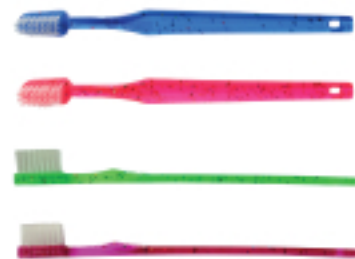


10773B

Baby Toothbrush

24 tufts. Ages 6 months - 2 years.

\$35.28 / case of 72



10940

Clear Sparkle Toothbrush

29 tufts in 4 assorted colors.

\$27.36 / case of 144



90001

Finger Brush

For teething. 100% silicone. Individual bags.

\$49.00 / case of 100

Product Code	Case	Tufts	Description	Case Price
44112	36	N/A	NON-fluoride Bubblegum Flavored Gel	\$35.95
10773B	72	24	OraLine Ages 1, Baby Brush, 2 Color Handle, Soft Bristles	\$35.28
10940	144	29	Stage 1 Clear Sparkle Handle, Extra Soft, Four Colors	\$27.36
90001	100	N/A	Teething Finger Brush, 100% Silicone, Individual Bags	\$49.00

Names and Faces

OraLineKids announces the launch of a new decorating service: Names and Faces in the spring of 2012. One of the greatest challenges of organizing a preventive oral care program in a day care center is keeping toothbrushes separated, and knowing when to change a child's toothbrush. Too many toothbrushes are thrown out due to fear of cross-contamination.

Not only will OraLineKids Names and Faces help you manage your preventive care program, there has never been a greater incentive to get a child to brush!

OraLineKids Names and Faces solves two problems at once - you will never mix up a child's toothbrush, and in our new package with 6 toothbrushes per child, you will have enough toothbrushes to last a year, changing a child's toothbrush every sixty days. Storage of a child's toothbrush in the OraLineKids Toothbrush Sanitizer will help eliminate any other possibility of cross contamination between different children's toothbrushes.

Print a child's Name and Face, or just a Name - you decide! By keeping track of a child's toothbrush, you will save on the year's quantity and **SAVE MONEY**. Toothbrushes are packed in cases of 120, with 6 toothbrushes separately packed for each child in your program.

Names and Faces:

Upload a jpeg or pdf picture of a child's face and e-mail to us; we need 20 names and faces to fill a case.

Names:

Let us know your enrolled children's names.

All information and images will be confidentially held by OraLineKids.

We invite you to pre-order for spring of 2012.



Product Code	Case	Tufts		Case Price
10775N	120	29	Child Name Toothbrush	\$125.00
10776N	120	23	Infant Name Toothbrush	\$125.00
10775NF	120	29	Child Name & Face Toothbrush	\$195.00
10776NF	120	23	Infant Name & Face Toothbrush	\$195.00



43115



43109

Fluoride Bubblegum

4.0 oz. - 24/case
0.85 oz. - 144/case



48013

Bubblegum Gel Preventive Kit

0.85 oz. BBG gel, dinosaur kid's toothbrush,
33840 dental floss in 20405 bag.



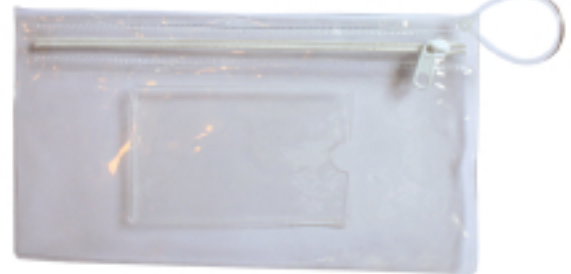
44115



44109

Fluoride Berry Toothgel

4.0 oz. - 24/case
0.85 oz. - 144/case



48012

Berry Gel Preventive Kit

0.85 oz. Berry gel, dinosaur kid's toothbrush,
33840 dental floss in 20405 bag.

Product Code	Case	Tufts	Description	Case Price
48013	36	N/A	0.85 oz. BBG Gel, 16230 Dinosaur Kid's Toothbrush, 33840 Dental Floss in 20405 Bag	\$35.64
43115	24	N/A	4.0 oz. Bubblegum Gel	\$27.70
43109	144	N/A	0.85 oz. Bubblegum Gel	\$52.25
44115	24	N/A	4.0 oz. Berry Gel	\$27.70
44109	144	N/A	0.85 oz. Berry Gel	\$52.25
48012	36	N/A	0.85 oz. Berry Gel, 16230 Dinosaur Kid's Toothbrush, 33840 Dental Floss in 20405 Bag	\$35.64

**Fluoride Mint Toothpaste
ADA Accepted**

3 oz. tubes. 72/case.



42100

**Fluoride Mint Toothpaste
ADA Accepted**

1.5 oz. tubes. 36/case.



42101

**Fluoride Mint Toothpaste
ADA Accepted**

0.85 oz. tubes. 144/case.



42102



42115

**Fluoride Bubblegum Toothpaste
ADA Accepted**

3 oz. tubes. 72/case.



42109

**Fluoride Bubblegum Toothpaste
ADA Accepted**

0.85 oz. tubes. 144/case.

Product Code	Case	Tufts	Description	Case Price
42100	72	N/A	3 oz. Fluoride Mint Toothpaste, ADA Accepted	\$45.00
42101	36	N/A	1.5 oz. Fluoride Mint Toothpaste, ADA Accepted	\$18.00
42102	144	N/A	0.85 oz. Fluoride Mint Toothpaste, ADA Accepted	\$45.00
42115	72	N/A	3 oz. Fluoride Bubblegum Toothpaste, ADA Accepted	\$45.00
42109	144	N/A	0.85 oz. Fluoride Bubblegum Toothpaste, ADA Accepted	\$45.00
42112	36	N/A	0.85 oz. Fluoride Bubblegum Toothpaste, ADA Accepted	\$14.00

Stage 1 Toothbrush

23 tufts. Extra Soft. Four colors, two character labels.



10778



10777

Stage 2 Toothbrush

29 tufts. Extra Soft. Four colors, two character labels.

Stage 1 Clear Sparkle Toothbrush

29 tufts. Clear sparkle handle in 4 assorted colors.



10940



10930

Stage 2 Kid's Clear Sparkle Toothbrush

30 tufts of extra soft 2 color bristles. 4 assorted colors.

Product Code	Case	Tufts	Description	Case Price
10778	144	23	Stage 1 Toothbrush, Extra Soft, Four Colors, Two Character Labels	\$41.76
10777	144	29	Stage 2 Toothbrush, Extra Soft, Four Colors, Two Character Labels	\$41.76
10940	144	29	Stage 1 Clear Sparkle Handle, Extra Soft, Four Colors	\$27.36
10930	144	30	Stage 2 Kid's Discount Clear Sparkle Brush, Extra Soft	\$27.36



81000

Adult Rainbow Toothbrush

Junior/Teen style with plastic handle with narrow neck and 41 tufts of soft bristles. Overall length 6 1/8" in 8 assorted rainbow colors.



80001

Kid's Rainbow Toothbrush

Straight handle with narrow neck. 27 tufts of soft bristles. 5" handles in 8 assorted rainbow colors.



70001

Kid's Neon-Neon Toothbrush

27 tufts. The toothbrushes come in a variety of four colored bristles (violet, green, yellow and pink).



48000

Preventive Dental Kit

Adult rainbow toothbrush, 0.85 oz. fluoride toothpaste, 12 yard waxed floss. All packed into ziplock bag.



48001

Child Preventive Dental Kit

Child rainbow toothbrush, 0.85 oz. fluoride mint toothpaste, 2 plaque disclosing tablets. All packed into individual printed box.

Product Code	Case	Tufts	Description	Case Price
81000	144	41	Adult Rainbow Brush, Eight Assorted Rainbow Colors, Soft Bristles	\$25.92
80001	144	27	Kid's Rainbow Brush, Eight 5" Handle Colors, Soft Bristles	\$23.50
70001	144	27	Kid's Neon-Neon Brush, Four Colored Bristles	\$27.50
48000	36	N/A	Includes Toothbrush Model 81000, Toothpaste Model 42102, Floss Model 30610	\$34.95
48001	36	N/A	Includes Toothbrush Model 80001, Toothpaste Model 42102, 2 Plaque Disclosing Tablets	\$29.95



10773B

Baby/Toddler's Toothbrush - Stage 1

(ages 6 months - 2 years)-- LADY BUG design. 24 tufts of soft 2 color bristles. Oval head with angled narrow neck, and a bulbous elastomeric handle for easy gripping. 5" handles in 4 assorted colors.

Caterpillar Toothbrush - Stage 2

(ages 3 - 5 years)-- CATERPILLAR design. 26 tufts of soft 2 color bristles. Oval head with narrow neck, and ribbed elastomeric handles for easy gripping. 6" handles in 3 assorted colors.



10771B



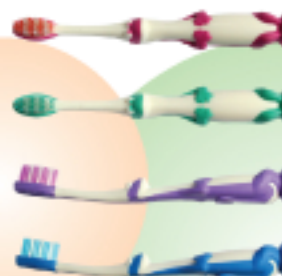
10770

Kid's OraDent Premium Toothbrush - Stage 3

(ages 4 - 7 years)-- Premium kids. 27 tufts of soft 2 color bristles. Oval head with narrow neck and ergonomic elastomeric handles for easy gripping. 6" handles in 5 assorted colors with sparkles.

Kid's Dinosaur Toothbrush

26 tufts of extra soft 2 color bristles. Suction cups on bottom. 4 assorted colors.



16230

Product Code	Case	Tufts	Description	Case Price
10773B	72	24	OralLine Ages 1, BABY Brush, 2 Color Handle, Soft Bristles	\$35.28
10771B	72	26	OralLine Ages 2, Caterpillar Brush, 2 Color Handle, Soft Bristles	\$35.28
10770	72	27	OralLine Ages 3, OraDent Kid's Brush, 2 Color Handle, Soft Bristles	\$35.28
16230	72	26	Kid's Dinosaur with Suction Cup, Extra Soft	\$18.00

ORALINEKIDS ULTRA VIOLET TOOTHBRUSH SANITIZER

FREE SHIPPING ON ORDERS OVER \$100.00



\$49.95 each

60091



10750NF



10751NF

OraLinekids would like to introduce its new concept in toothbrush sanitization. Model 60091 addresses all of the sanitizing, drying and storage needs of the day care environment.

FIRST - Our replaceable TOOTHBRUSH HOLDERS hold 5 toothbrushes each. These removable units are easy to load and unload with toothbrushes. The UV lamp on the unit runs for 10 minutes every 3 hours.

WITH NEW DRYING FAN - The 60091 toothbrush sanitizer features a DRYING FAN as water on the toothbrush bristles is the primary source of any new bacterial growth. After the sanitizing cycle, the fan operates for 3 hours, sufficient to dry most toothbrushes. The fan will continue to cycle after the UV lamp as long as the unit is plugged in.

SANITIZE-DRY-STORE - SWAP TOOTHBRUSH HOLDERS with our 60081 toothbrush storage unit which holds up to three TOOTHBRUSH HOLDERS.

NAMES & FACES TOOTHBRUSHES - MODELS 10750 & 10751 are designed for a NAME & FACE to be printed on the back of the toothbrush for easy child identification. Reduce your toothbrush use by identifying toothbrushes by individual child.

REPLACEABLE LAMPS - The OraLinekids 60091 toothbrush sanitizer is now equipped with a replaceable lamp, which can be purchased directly from OraLinekids.

Product Code	Case	Tufts	Description	Case Price
60091	1	N/A	10 Unit Toothbrush Sanitizer	\$49.95
10750N	120	22	Stage 1 Infant Name Toothbrush	\$125.00
10750NF	120	22	Stage 1 Infant Name & Face Toothbrush	\$195.00
10751N	120	28	Stage 2 Child Name Toothbrush	\$125.00
10751NF	120	28	Stage 2 Child Name & Face Toothbrush	\$195.00

ORALINEKIDS ULTRA VIOLET TOOTHBRUSH SANITIZER

FREE SHIPPING ON ORDERS OVER \$100.00



60092

\$44.95 each
BATTERY POWERED



10750NF

10751NF

OraLinekids would like to introduce its new concept in toothbrush sanitization. Model 60092 addresses all of the sanitizing, drying and storage needs of the day care environment.

FIRST - Our replaceable TOOTHBRUSH HOLDERS hold 5 toothbrushes each. These removable units are easy to load and unload with toothbrushes. The UV lamp on the unit runs for 10 minutes every 3 hours.

NOW WITH BATTERY POWER (BATTERIES NOT INCLUDED.) - Model 60092 is now both BATTERY AND AC POWERED to give you the most flexibility in the classroom. When unplugged, the fan cycle on model 60092 is shortened to one hour to conserve power.

WITH NEW DRYING FAN - The 60092 toothbrush sanitizer features a DRYING FAN as water on the toothbrush bristles is the primary source of any new bacterial growth. When plugged in to AC power source, after the sanitizing cycle, the fan operates for 3 hours, sufficient to dry most toothbrushes. The fan will continue to cycle after the UV lamp as long as the unit is plugged in.

SANITIZE-DRY-STORE - SWAP TOOTHBRUSH HOLDERS with our 60081 toothbrush storage unit which holds up to three TOOTHBRUSH HOLDERS.

NAMES & FACES TOOTHBRUSHES - MODELS 10750 & 10751 are designed for a NAME & FACE to be printed on the back of the toothbrush for easy child identification. Reduce your toothbrush use by identifying toothbrushes by individual child.

REPLACEABLE LAMPS - The OraLinekids 60092 toothbrush sanitizer is now equipped with a replaceable lamp, which can be purchased directly from OraLinekids.

Product Code	Case	Tufts	Description	Case Price
60092	1	N/A	Toothbrush Sanitizer	\$44.95
10750N	120	22	Stage 1 Infant Names Toothbrush	\$125.00
10750NF	120	22	Stage 1 Infant Name & Face Toothbrush	\$195.00
10751N	120	28	Stage 2 Child Names Toothbrush	\$125.00
10751NF	120	28	Stage 2 Child Name & Face Toothbrush	\$195.00



Introducing the OraLineKids 20 unit toothbrush sanitizer. Specially designed for the child care market.

This toothbrush sanitizer is the perfect solution for toothbrush sanitizing and storage. Holding an economical 20 toothbrushes, the Ultraviolet (UV) light automatically comes on when the door closes, and cycles for 10 minutes, killing 99.9% of the germs that can communicate between toothbrushes!

Great for overnight storage, if left plugged in, the toothbrush sanitizer switches on and sanitizes for another 10 minutes every three hours.

The toothbrush sanitizer is economically priced, and in stock now. We invite you to visit our new OraLineKids.com web site for online information and instructions for use. You may also browse our complete line of pediatric oral care products, designed and packaged for the child care market.

Product Code	Case	Tufts	Description	Case Price
60090	1	N/A	20 Unit Toothbrush Sanitizer	\$59.95

Kid's Preventive Dental Kit

Includes toothbrush model 16230, 12 yard BBG dental floss, and 0.85 oz. fluoride bubblegum toothpaste 42109.



48011



90001

Finger Brush

For teething. 100% silicone. Individual bags.

Suction Cup Toothbrush Cap

2 color suction cup toothbrush cap in red and blue.



44092



44098

Toothbrush Rack

Available in a 10 or 20 hole (shown) rack. Mesh cover and wall mount sold separately.

Product Code	Case	Tufts	Description	Case Price
48011	36	N/A	Child Kit Includes Model 16230, 12 Yard BBG Dental Floss, and 42109	\$35.64
90001	100	N/A	Teething Finger Brush, 100% Silicone, Individual Bags	\$49.00
44092	144	N/A	Suction Cup Toothbrush Cap, 2 Color, Red or Blue	\$15.12
44098	1	N/A	20 Hole Toothbrush Rack	\$30.25 ea
44091	1	N/A	10 Hole Toothbrush Rack	\$22.00 ea
44094	1	N/A	Mesh Cover	\$24.15 ea
44095	1	N/A	Wall Mount	\$13.00 ea



Pre-pasted Disposable Toothbrush

39 tufts. Soft end rounded bristles. Straight plastic 6.5" handle, with narrow neck. Cello wrapped. 4 assorted colors.

10917A

Three Minute Timers

Assorted colorful 3 minute timers to help gage proper time for brushing and flossing.



20403

Waxed Mint Nylon Dental Floss - MADE IN USA

12 yard floss has a slightly coated waxed surface that allows floss to slide easily between teeth.



48034



Nylon Bubblegum Dental Floss - MADE IN USA

18 yard nylon bubblegum dental floss.

48044

Waxed Nylon Dental Floss - MADE IN USA

12 yard floss has a slightly coated waxed surface that allows floss to slide easily between teeth.



48054

Product Code	Case	Tufts	Description	Case Price
10917A	144	39	Pre-pasted Disposable Toothbrush, Cello Wrapped, 4 Assorted Colors	\$29.95
20403	72	N/A	Three Minute Timers, 3 Assorted Colors	\$21.00
48034	144	N/A	12 Yard Mint Waxed Nylon Dental Floss	\$43.00
48044	144	N/A	18 Yard Nylon Waxed Bubblegum Dental Floss	\$43.25
48054	144	N/A	12 Yard Waxed Nylon Dental Floss	\$42.75

ORDER FORM

Product	Description	Case Size	Case Price	# of Cases	Total
TOOTHPASTE					
43115	4.0 ounce Bubblegum Toothgel	24	\$27.70	_____	_____
43109	0.85 ounce Bubblegum Toothgel	144	\$52.25	_____	_____
44115	4.0 ounce Berry Toothgel	24	\$27.70	_____	_____
44109	0.85 ounce Berry Toothgel	144	\$52.25	_____	_____
42100	3.0 ounce Mint Fluoride Toothpaste	72	\$45.00	_____	_____
42101	1.5 ounce Mint Fluoride Toothpaste	36	\$18.00	_____	_____
42102	0.85 ounce Mint Fluoride Toothpaste	144	\$45.00	_____	_____
42115	3.0 ounce BBG Toothpaste	72	\$45.00	_____	_____
42109	0.85 ounce BBG Toothpaste	144	\$45.00	_____	_____
42112	0.85 ounce Bubblegum Toothpaste	36	\$14.00	_____	_____
44112	2 ounce BBG Non-Fluoride Toothpaste	36	\$35.95	_____	_____

TOOTHBRUSHES					
10778	Stage 1 Toothbrush	144	\$41.78	_____	_____
10777	Stage 2 Toothbrush	144	\$41.78	_____	_____
10940	Kids Discount Clear Sparkle Toothbrush	144	\$27.36	_____	_____
10930	Kids Sparkle Toothbrush	144	\$27.36	_____	_____
81000	Adult Rainbow Toothbrush	144	\$25.92	_____	_____
80001	Kids Rainbow Toothbrush	144	\$23.50	_____	_____
70001	Kids Neon-Neon Toothbrush	144	\$27.50	_____	_____
10773B	Lady Bug Baby Toothbrush	72	\$35.28	_____	_____
10771B	Caterpillar Toothbrush	72	\$35.28	_____	_____
10770	Kids CraDent Toothbrush	72	\$35.28	_____	_____
16230	Kids Dinosaur Toothbrush	72	\$18.00	_____	_____
90001	Silicone Finger Brush	100	\$48.00	_____	_____
10917A	Pre-pasted Toothbrushes	144	\$29.95	_____	_____
10775N	Child Name Toothbrush	120	\$125.00	_____	_____
10775NF	Child Name and Face Toothbrush	120	\$195.00	_____	_____
10776N	Infant Name Toothbrush	120	\$125.00	_____	_____
10776NF	Infant Name and Face Toothbrush	120	\$195.00	_____	_____
10750N	Stage 1 Infant Name Toothbrush	120	\$125.00	_____	_____
10750NF	Stage 1 Infant Name and Face Toothbrush	120	\$195.00	_____	_____
10751N	Stage 2 Child Name Toothbrush	120	\$125.00	_____	_____
10751NF	Stage 2 Child Name and Face Toothbrush	120	\$195.00	_____	_____

DENTAL KITS					
48000	Preventive Dental Kit	36	\$34.95	_____	_____
48001	Child Preventive Dental Kit	36	\$29.95	_____	_____
48011	Kids Preventive Dental Kit	36	\$35.64	_____	_____
48012	Berry Gel Preventive Kit	36	\$35.64	_____	_____
48013	Bubblegum Gel Preventive Kit	36	\$35.64	_____	_____

ACCESSORIES / DENTAL FLOSS					
44092	Suction Cup Toothbrush Cap	144	\$15.12	_____	_____
44094	Mesh Cover	1	\$24.15	_____	_____
44096	Wall Mount	1	\$13.00	_____	_____
48034	12 yard Mint Dental Floss	144	\$43.00	_____	_____
48044	18 yard Waxed Bubblegum Dental Floss	144	\$43.25	_____	_____
48064	12 yard Waxed Dental Floss	144	\$42.75	_____	_____
20403	Three Minute Timers	72	\$21.00	_____	_____

TOOTHBRUSH SANITIZERS / TOOTHBRUSH RACKS					
60092	5 Unit Toothbrush Sanitizer	1	\$44.95	_____	_____
60091	10 Unit Toothbrush Sanitizer	1	\$49.95	_____	_____
60090	20 Unit Toothbrush Sanitizer	1	\$59.95	_____	_____
60080	5 Toothbrush Holder	1	\$15.95	_____	_____
60081	3 Toothbrush Holder Storage Unit	1	\$8.75	_____	_____
44098	20 Hole Toothbrush Rack	1	\$30.25	_____	_____
44091	10 Hole Toothbrush Rack	1	\$22.00	_____	_____

TAX: _____

TOTAL: _____

Orders under \$100.00 must be prepaid and are subject to a \$19.95 shipping charge. Free Shipping on orders over \$100.00 to all states (excluding Alaska and Hawaii).

We accept    & Company Checks.

P: (800) 566-8772 • F: (607) 756-6993

J.M. MURRAY INC.

OraLinekids



OraLineKids is proud to announce the launch of our new 10 unit UV toothbrush sanitizer. There are many new features we would like to highlight:

- Toothbrushes are now stored in portable 5 unit carrying cases. This allows you to bring the carrying case into the classroom area separately.
- UV lamps are replaceable.
- We have added a fan to help dry the toothbrushes.
- A see through window in the case door allows you to identify a child's toothbrush if it has been printed in our 'Names and Faces' service.

This easy to use toothbrush sanitizer still kills 99.9% of the germs that like to grow on toothbrushes. Economically priced at \$49.95 each, the OraLineKids 10 unit toothbrush sanitizer is the perfect addition to your dental hygiene program.

60091 10 Unit Toothbrush Sanitizer

\$49.95

Free shipping for orders over \$100.00.

823 NYS RT 13 • Cortland, NY 13045 • P: (800) 566-8772 • F: (607) 756-6993 • www.oralinekids.com