

FOR IMMEDIATE RELEASE

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## **Church and Dwight to Conduct a New Product Search at INPEX® 2010**

PITTSBURGH... InventHelp's Invention and New Product Exposition (INPEX) announces that Church and Dwight, the leading manufacturer and marketer of household and personal care products under the Arm & Hammer, OxiClean, Xtra, Nice 'n Fluffy, Kaboom, Orange Glo, Brillo, Trojan, Nair, First Response, Answer, Arrid, AIM, Mentadent, Orajel, and Arm & Hammer Spinbrush brands will be conducting a new product review search on Thursday, June 17.

Representatives from Church and Dwight will be at INPEX searching for new and innovative product ideas and technologies that can help grow their brands within the laundry, cleaners, oral care, sexual health, deodorizing and women's care brands.

In order for Church and Dwight to consider an invention, it must be patented or have an invention record on file with the USPTO. The inventor should be prepared to share how they came up with the idea and how it makes a difference in consumers' lives, as well as thoughts on what brand fits with the idea and how it would be able to expand that targeted brand.

InventHelp's INPEX 25th anniversary show will take place on June 16-18, 2010 at the newly constructed Monroeville Convention Center, just twenty minutes from downtown Pittsburgh

If you are an inventor with an invention that fits the above criteria or interested in exhibiting at INPEX®, space is still available. Call 888-54-INPEX to speak with one of our sales representatives. Don't miss this opportunity to exhibit at America's largest invention trade show.

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