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FROM: New Zealand Cosmetic Teeth Whitening Association [NZCTWA]
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FOR IMMEDIATE MEDIA RELEASE – 5th August 2011

ALL BRIGHT SMILES FOR NEW PRESIDENT

The New Zealand Cosmetic Teeth Whitening Association [NZCTWA] has elected a new President Mr JJ Joshi who replaces Mr Bruce Forlong who will stay on within the NZCTWA Executive Committee to continue to develop the Associations Training and Practitioner registration scheme and a proposed ‘Guide to Teeth Whitening’ with the Ministry of Health

Kiwi Born Cosmetic Teeth Whitening Aesthetician and Businessman Mr JJ Joshi has been involved in developing safer whitening products for the Appearance enhancement industry.

Mr Joshi is of Indian decent whose New Zealand family history started back in 1920. He is married and has two sons; he is also a volunteer teacher for the Art of Living foundation, which teaches people stress management and empowerment through yoga, breathing exercises and meditation. He was actively involved with Trauma relief in Christchurch, and other disasters around the world.

Along side of the immediate past president Mr Bruce Forlong, Mr Joshi was one the founding member of the NZCTWA and recently represented the NZCTWA at the EPA public hearings on the safety of teeth whitening products used in New Zealand

The NZ Cosmetic Teeth Whitening Association - *Te Kāhui Whakapūaho Niho o Aotearoa*
Literally Translated: The NZ group that sets about making teeth intensely white; has been established to provide a self-regulatory body for the fast growing cosmetic teeth whitening industry throughout New Zealand

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PHOTO – Next page & Attached herewith

Contact Phone Number: Mr JJ Joshi 027 273 3594



PHOTO of the NZCTWA EXECUTIVE COMMITTEE: *Left to Right*
Elizabeth Ault, JJ Johsi (President), Bruce Forlong, Matt McFarlane