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## California Company Donates Hygiene Products to Troops, Gives Discounts for Their Families

*A Southern California company recently donated hundreds of goRinse mouthwash packs to American soldiers stationed in Iraq and Afghanistan. The convenient, disposable packs are also being made available to other military personnel and their family members at a significant discount.*

Irvine, Calif. ([PRWEB](#)) December 18, 2007 -- A Southern California company, EFE Company LLC, is making an unusual and valuable contribution to U.S. military soldiers who are overseas. In November, the company donated several hundred disposable mouthwash packs to U.S. troops deployed to Iraq and Afghanistan. The donations were sent via [www.ansoldier.com](#) and helped to meet a much-needed oral hygiene need, according to Ike Kavvas, the founder of EFE Company.

"The donations are a great benefit to the troops," Kavvas said. "We are filling a gap that U.S. Defense Department can't, and we are doing it by engaging our communities."

“Our donations have really dropped off, and I think it's because the war goes on and on, and folks don't see an end to it. The problem is that our troops are still there, all in need of something. This makes your donation even more appreciated. Thank you so much.”

Volunteer Rita Farmer, who handled the donations, was elated to receive the product for military members who are in harm's way. She said: "Our donations have really dropped off, and I think it's because the war goes on and on, and folks don't see an end to it. The problem is that our troops are still there, all in need of something. This makes your donation even more appreciated. Thank you so



much."

EFE Company is also offering a buy-one-get-one-free special for all orders placed by U.S. soldiers, Kavvas said. The discount offer also applies to the family members of military personnel serving overseas.

The oral hygiene products and discounts are available through the company's ecommerce site at [gorinse.com](#). The portable mouthwash product is ideal for soldiers because it is sold in small handy packs, which is a major benefit for soldiers serving in combat zones or a field environment. Users simply tear open the package, pour the mouthwash in, rinse and spit.

"Our natural mouthwash is packed into small disposable packs, so they can be used any time, anywhere," Kavvas said. "They are for single use; you carry only what you want to use. They can fit into the smallest pocket or purse, and they are airport-safe and private."

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### ATTACHED FILES



[goRinse Disp. Reflection](#)



[goRinse Subs. Reflection](#)

While goRinse is perfect for soldiers, it's also great for anyone who wants fresh breath without having to carry around a bottle of mouthwash. The product comes with its own dispenser that can be placed in bathrooms, employee breakrooms, on restaurant tables and on convenience store counters where it's easily accessible to people on the go.

In addition to being ultra convenient, goRinse is made from natural ingredients that are healthy and safe. The mouthwash contains natural mint oil, no alcohol and no sugar. So it's even suitable for small children to use.

goRinse mouthwash is available for personal and business use, and comes in singles, a 30-pack dispenser and a [60-pack dispenser](#). For more information, contact Ike Kavas directly at 949-554-7622 or visit [www.GoRinse.com](http://www.GoRinse.com).

#### About EFE Company

EFE Company has distinguished itself as the provider of mouthwash products on the go. The company's mission is to provide products that will take communities to higher standards. A privately-held company, EFE is headquartered in Irvine, Calif.,

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[goRinse single reflection](#)

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