



The National Flossing Council

Washington, DC

November 15, 2007

Don Thompson
President, McDonald's USA
Oak Brook, IL 60523

Dear Mr. Thompson,

First, I would like to congratulate McDonald's on its remarkable success in making its menu—and its customers—healthier. This move has served both the interests of the public, as well as the bottom line of McDonald's. In keeping with the healthy options McDonald's offers its customers, I'm writing to ask that you expand your efforts to include a concern with the dental health of the millions of people who dine at McDonald's.

Each year, since the beginning of this century, we have celebrated National Flossing Day (NFD) on the Friday after Thanksgiving. As stated in the NFD Proclamation for 2007 (copy enclosed),

"All citizens are encouraged to do whatever possible to promote the availability of floss in their homes, in restaurants, and in every place where the floss-needy may be found...."

In this spirit, we would like to request that McDonald's begins to offer a packet of floss to each customer ("Would you like floss with that?"), and perhaps include floss in the Happy Meal and/or the Mighty Meal for Kids, in addition to any toys, napkins and condiments. As you may know, dental floss is now available in individual packets, at a nominal cost. The best choice for a floss that would suit a wide cross section of the public, would be a strong monofilament floss. One large manufacturer of this type of floss in individual packets is Crest/Glide (P&G Corp.) Other sources for your company's requirements could also be identified.

The benefits of flossing are clear – they range from immediate comfort to longer life. For McDonalds, promoting dental health would be a natural outgrowth of your concern with the overall health of your customers. I realize that the incorporation of any new process at McDonalds is a multifaceted task. Please call upon me if you need additional input as you review this proposal.

Sincerely yours,

Armand Lione, Ph.D.
President, The National Flossing Council

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