



Sokolove Law Launches Denture Cream Consumer Hotline

Hotline Will Provide General Information about Potential Health Concerns

May 5, 2009, Newton, MA – Sokolove Law LLC, the leader in the reinvention of how people obtain legal services, today launched a telephone hotline to provide consumers with general information about the potential health hazards of excessive use of denture cream.

Denture cream, an over the counter consumer product used by an estimated 35 million Americans every day, contains the trace mineral zinc. Many denture wearers, particularly those with loose or poorly fitting dentures, may use excessive amounts of denture adhesive to hold dentures in place, causing them to ingest abnormally high levels of zinc daily.

A proper balance of zinc and copper in the body is essential for neurological health, but ingesting excessive amounts of one of these metals can cause a depletion of the other, which can potentially lead to serious neurological problems like neuropathy (nerve damage).

“An estimated 35 million people in the United States use denture cream every day,” said Jim Sokolove, Chairman of Sokolove Law. “Most of these people have absolutely no idea of the potential health risks that have been associated with excessive use of this product.”

The consumer hotline, 1-800-860-5011, will be staffed by case managers, who can provide callers with general information about the possible risks associated with excessive use of denture cream.

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About Sokolove Law

For nearly 30 years, Sokolove Law has reinvented how people obtain legal services. Our mission is to provide equal access to the civil justice system while ensuring superior quality legal representation. As a pioneer in legal advertising, Sokolove Law has grown to be the largest marketer of legal services in the country. Our proven business model matches particular client needs to the more than 400 law firms that we work with. The result is success for our clients and co-counsel. Sokolove Law operates as a limited liability company in all states except Virginia, California, Michigan, and Tennessee, where it operates as a limited liability partnership. Learn more about Sokolove Law at www.sokolovelaw.com

For more information contact:

Cynthia Cooper

Sokolove Law

617-467-6967

ccooper@sokolovelaw.com

Isabel Hardy

Weber Shandwick

617-520-7119

Isabel.hardy@webershandwick.com