



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Dauids Natural Toothpaste Opening in Menifee's Innovation District

Menifee is smiling a little brighter as Dauids Natural Toothpaste has announced they are moving their corporate headquarters to the Scott Road Commerce Center.

MENIFEE, CA – Dauids Natural Toothpaste has a new home in Menifee. Thanks to the City of Menifee's Office of Economic Development Comprehensive Economic Development Strategy (CEDS) targeting the Healthcare, Manufacturing, and Technology industries, Dauids Natural Toothpaste will be diversifying Menifee's local economy and creating new tech-focused jobs within Menifee's Innovation District located south of Scott Road and north of Keller Road along Haun Road in the new Scott Road Commerce Center.

Known for high-quality premium natural toothpaste, Dauids is the first toothpaste that removes the toxic components typically found in traditional products and replaces them with naturally sourced ingredients. Not only do the ingredients outperform the company's conventional competitors, but they are sustainable and packaged in recyclable components.

"Locating to one of California's fastest growing and business-friendly cities was an easy decision for Dauids Natural Toothpaste," said Founder and CEO Eric Buss. "We saw the immense growth in Menifee and their focus on advanced technology and innovation and look forward to growing our brand in this community."

Dauids' Menifee location will be the company's new corporate headquarters and manufacturing facility. Proudly made in the USA, Dauids is committed to using premium, USA-originated components for the highest quality possible products while supporting American-based jobs. Their toothpaste is created in Los Angeles and will be delivered to their Menifee hub in bulk to be packaged and distributed. This advanced manufacturing process will be carried out utilizing sophisticated hybrid technology that is fully computerized and automated, creating a streamlined process overseen by local employees, thereby expanding high-quality, high-tech jobs for the region.

"Menifee is focused on building resiliency in our local and regional economy by diversifying our industry and employment base. We have worked relentlessly as a city to create a business environment that encourages development and we are seeing it come to fruition with these targeted industries joining our robust business community," said Gina Gonzalez, Economic Development Director for the City of Menifee. "Dauids Natural Toothpaste is a welcomed addition to our emerging Innovation District and we look forward to seeing their growth and integration into the Menifee community."

For more information on Dauids Natural Toothpaste, please visit <https://davids-usa.com/>. To read more about Menifee's Comprehensive Economic Development Strategy, please visit www.menifeebusiness.com.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premier attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*