



# FOCUS

ON DENTAL HYGIENE

## BUSTING BAD BREATH MYTHS

We are surrounded by information – on the Internet and TV, in books and magazines, and from the ever-so-wise neighbor next door. But having access to so much knowledge presents one challenge: separating fact from fiction. That's why we've compiled a list of some of the most common misinformation about bad breath. Read, learn, and find out how you can achieve breath so fresh others will ask you how it's possible.

### Top 5 Bad Breath Myths

#### 1. Bad breath comes from the foods we eat

OK, we all know that onions and garlic leave behind an offensive odor. But this is only temporary. There are no foods that can be attributed to the chronic bad breath that plagues nearly 40 million people. This condition and distinct malodor is linked to elevated levels of anaerobic, sulfur-producing bacteria (VSCs), which typically accumulate on the rough surface on the back of the tongue. So, continue to enjoy your spicy and flavorful foods ... just brush thoroughly afterward!

#### 2. If I had bad breath, I'd know it

Ah, wouldn't that be a relief? Not so fast, though. Research indicates we do not have the ability to smell our own oral malodor. This is attributed to adaptation and dulling of sensation due to continual exposure. Give yourself peace of mind that your breath is always its freshest by using a mouthrinse containing an active ingredient specifically to neutralize VSCs. Oxyfresh mouthrinses fight bad breath with the exclusive ingredient Oxygene®, which safely neutralizes the sulfur bonds in cellular by-products that are responsible for bad breath. Oxygene® is clinically proven to freshen breath for up to six hours and fight the buildup of plaque and tartar while promoting healthy gums.

#### 3. Bad breath originates from the stomach

Only on very rare occasions does bad breath result from stomach and/or

## PRODUCT CORNER



### Mouthrinses

Oxyfresh's five mouthrinses are formulated with the exclusive ingredient Oxygene®, which safely destroys bad breath odors at their source!

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digestive problems. Studies show that nearly 85 percent of malodor originates in the mouth. Those anaerobic, sulfur-producing bacteria find their way in the crevices of the soft and hard tissues of the mouth and, primarily, the surface of the tongue. That's why keeping your breath its freshest starts with a clean tongue. Volatile sulfur compounds (VSCs) responsible for bad breath "hide" deep in the grooves of the tongue where toothbrushes can't reach. Oxyfresh's Oolitt® and Oolitt Elite™ tongue cleaners remove up to 75 percent of those odors that a toothbrush can't reach.

#### 4. If I brush my teeth I will eliminate bad breath problems

Unfortunately, brushing alone is not effective in eliminating the bacteria that is responsible for oral malodor. While good oral hygiene is very important for managing bacteria accumulation, the daily regimen for thorough cleansing should include proper tooth brushing, flossing and deep tongue cleaning. Oxyfresh's Benefit™ Toothbrush has a patented, triple-head design that cleans, removes plaque and massages all tooth surfaces and gumlines at the same time. And this brush has won acceptance from the American Dental Association.

#### 5. I can rinse with a mouthwash and use breath mints to control my bad breath

While there are many claims about these types of products, the majority are found to be ineffective and actually worsen bad breath. Many mouthrinses and mints work for only a few minutes, at best, by masking odor with strong flavorings. And the alcohol content in most mouthrinses (up to 27 percent) causes drying of the tissues in the mouth, allowing the odor-causing bacteria to flourish. Oxyfresh's alcohol-free mouthrinses eliminate bad breath with the proprietary ingredient Oxygene®, which literally dissolves the compounds responsible for halitosis.

#### **CLOSING THOUGHTS**

Now that you've got the information, it's time to put it to use. Check out our line of dental hygiene products that are carefully formulated to provide the ultimate in fresh breath protection for your entire family ... safely and effectively.



#### Toothpastes

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