

# FOCUS

## ON DENTAL HYGIENE

### HOW FRESH IS YOUR BREATH?

Bad breath is one of life's most personal problems. It can break business deals, stop love in its tracks and ruin otherwise fine relationships. If you eat, drink, speak or sleep, sooner or later bad breath will get you. Left untreated, it can make your life and the lives of those around you miserable. We recognize National Fresh Breath Day on August 6 each year. But, really, having fresh breath is critically important all year long!

#### Top 5 myths about bad breath

##### 1. It's the food

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 contributed to the chronic bad breath that plagues nearly 40 million people. This condition and distinct odor is linked to elevated levels of sulfur-producing bacteria called volatile sulfur compounds (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 bad breath. 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 to neutralize odor-causing VSCs. Oxyfresh's safe, but powerful, proprietary ingredient Oxygene® does just that — it neutralizes odor-causing compounds leaving you with fresh breath for six hours, guaranteed!

##### 3. My stomach's to blame

Only on very rare occasions does bad breath result from stomach and/or digestive problems. Studies show that nearly 85 percent of that nasty odor originates in the mouth. Those sulfur-producing bacteria find their way in the

## Oxyfresh Mouthrinses

Clear, non-staining, alcohol free and formulated with our exclusive breath-freshening ingredient Oxygene®.

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## Oolitt® Tongue Cleaners

Remove the odor-causing compounds that a toothbrush can't reach.

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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 where VSCs "hide" deep in the pockets. Brushing the tongue removes only 45 percent of bacteria, while using an Oxyfresh Oolitt® Tongue Cleaner can actually remove more than 75 percent of the VSCs that cause bad breath.

#### 4. Brushing will eliminate the problem

Unfortunately not. Brushing alone is not effective in eliminating the bacteria that are responsible for bad breath. The daily regimen for thorough cleansing should also include flossing, deep tongue cleaning and using an oral irrigator to blast away hard-to-reach, odor-causing bacteria. The OxyCare® 3000 irrigator uses a patented hydromagnetic technology that loosens deposits a toothbrush can't reach with a high-powered jetstream of pulsating water.

#### 5. Mouthwash will rinse away my bad breath

If only it were that easy. A majority of store-bought mouthrinses are ineffective and actually worsen bad breath. The problem is, most of these heavily advertised products simply hide mouth odors — or worse yet, compound the problem — with alcohol (up to 27 percent) and short-lived flavor and additives. When alcohol is used to "kill the germs that cause bad breath," as touted by nationally advertised brands, those products are actually fueling the carrier of bad breath by producing more dead bacteria. Oxyfresh mouthrinses are alcohol free so they won't dry tissues and clear so they will not stain.

**Clearly confident. That's the Oxyfresh difference.** We have earned a reputation for excellence with dental hygiene products that deliver fresh breath, beautifully white teeth and healthy smiles.

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**Oxyfresh has complete confidence in the excellence of its products.**

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