



Getting Closer to Others Just Got Easier!

We've all seen the TV ads that tell you to swish that mouthwash for as long as you can and "bear the burning." Supposedly, the reward is clean and fresh breath, because the alcohol in that mouthwash "kills the germs that cause bad breath!" And what about those nice, strong mints we see in the drugstores and supermarkets? They give you that great burst of mint taste and you're ready to take on the day and talk to everybody with confidence, right?

Then...reality sets in. A few minutes later, the freshness is gone! So...you are back to swishing more "mediciny" rinse, and/or popping a few more mints in your mouth!

Something is not quite right with this logic!

What's the real story about bad breath? How can you keep your breath fresh and clean for hours at a time without having to use harsh or toxic products? Is it really necessary to "kill the germs"?

Millions of people like you are starting to learn the truth about breath control, and it's not what we've been told for decades! Bad breath is probably the most misunderstood health condition, and is a problem that can negatively impact your personal and professional life. Even if you don't have a problem, you certainly don't want to worry about ever having a problem! The **good news** is that we now know a great deal more about how to freshen breath...safely and effectively. **You don't have to put up with the burning anymore!**

Let's keep this simple. First off, bad breath almost NEVER comes from the stomach, digestive system or sinuses, or even from poor oral hygiene. Ninety-eight percent of chronic bad breath does come from the mouth, but you can brush your teeth and gums TEN times a day, and still have a problem! What's the deal?

Bad breath is caused by **sulfur-producing bacteria** that live without oxygen (called anaerobes) and are **normally present** in the deep crevices of your **tongue** and your **throat**. Let me say that again. These bacteria are **supposed** to be in your mouth. They provide a very important service for us — they aid in digestion. We all have them, and they are not "**bad bugs**". Therefore, we can't (and shouldn't) try to get rid of them!

But here's what happens...

These bacteria break down proteins (which are made up of amino acids) when certain processes or conditions occur. Some amino acids contain **sulfur**, and when the breakdown occurs, strong odorous compounds are released from the tongue and throat. These compounds are referred to as VSCs (volatile sulfur compounds). Examples of VSCs are hydrogen sulfide and methyl mercaptan, and they are sometimes described as smelling like "rotten eggs".

So...if the bacteria need to be in your mouth and the above process occurs all the time, how do you get rid of mouth odor?

Good question. The only ways to combat bad breath is by halting the bacteria's ability to produce these VSCs and to convert them to organic salts that don't smell. Also, since bacteria reproduce faster in an **acidic** environment, you want to use something that **neutralizes** the acidity of the mouth.



Pharmaceutical companies that develop commercially marketed rinses add strong mint and “medicine” flavorings to fool you into thinking you have fresh breath. They even add **specific** colors (gold or green) to make it look like antiseptic medicine, since germ killing is the approach. The ironic part of this is that you can have a nice “minty” taste in your mouth after using these products, and still be offensive to the person you are speaking to. That is because taste and smell are two different senses. These products use cover-ups. They don’t contain anything that neutralizes sulfur, and therefore cannot offer you long-lasting fresh breath. In fact, the opposite is often true — the problem gets worse! Why? Sugars in these products (very often mints or gum) and/or alcohol stimulate the bacteria to make more VSCs, especially since they make the mouth more acidic.

Okay, so what works?

Drink lots of water. Be aware of (or avoid) foods that are rich in sulfur — brussel sprouts, cabbage, onions and garlic, as well as dairy products. Coffee and alcohol consumption can also increase the problem.

As far as oral hygiene products go, the “solution” is simple! Use products that contain ingredients that **oxidize and neutralize** sulfur, and do NOT use alcohol. For cosmetic reasons, stay away from products that use artificial colors that can stain the teeth (that’s all you need — products that increase the breath problem and darken your teeth as well!).

A product line that has a proven track record and is personally used by thousands of leading dentists and hygienists is **Oxyfresh**. Oxyfresh uses a special oxidizing agent that neutralizes sulfur, called **Oxygene**[®]. It also offers a **patented** rinse that combines Oxygene[®] with zinc (which also stops sulfur production by the anaerobic bacteria). Also, Oxyfresh products do NOT contain alcohol or artificial colors. The products taste great (no more bitter or medicinal after taste, burning, or drying out of the mouth), and offer **fresh breath for HOURS because they eliminate odors at the source!** The products are safe for the entire family.

If you would like to order Oxyfresh alcohol-free mouthrinse, and experience the ULTIMATE in fresh breath, please contact me. Your friends, co-workers, family and loved ones will THANK YOU for it!

Sincerely,

Oxyfresh Oral Health Consultant