

PROFESSIONAL FORMULA

BREATHRx™

Now, a professional breath management system is within your reach.

An estimated forty million Americans have bad breath that never goes away. The medical term for this condition is chronic halitosis. And oddly enough, many people with chronic halitosis aren't even aware of their problem breath.

How is that possible? Because our sense of smell has an incredible ability to adjust to odors. Have you ever noticed how an offensive smell in a closed room seems to lessen over time? Believe it or not, the room's odor doesn't improve, your nose merely gets used to it.

That's why many people with chronic halitosis falsely believe their breath is perfectly fresh and normal.

But now your dental professional and **BreathRx** can help you face every day with the confidence that comes from knowing you truly have the cleanest, freshest breath possible.

PROACTIVE CARE.

Don't Just Worry About Your Breath



Manage it!

Begin and end each day by fighting the cause and the effect of bad breath. Brush with the **BreathRx Purifying Toothpaste**.



Next, deep-clean the surface of your tongue with the **Anti-Bacterial Tongue Gel** and the **Gentle Tongue Scraper**.



Then, rinse with our **Anti-Bacterial Mouth Rinse**.



While you're on the go, try these handy **BreathRx** products that refresh your breath anywhere, anytime: **Sugar-Free Breath Mints**, **Anti-Bacterial Breath Spray**, **Sugar-Free Halispheres™ Gum**.



www.discusdental.com
DISCUS DENTAL
ORAL HYGIENE

Certain Moments Demand Your Best



PROFESSIONAL FORMULA
BREATHRx™

Five good things to know about bad breath.

#1 *There are two types of bad breath.*

Transitory bad breath is caused by foods like garlic and onions and generally only lasts from 24 to 72 hours.

Chronic bad breath does not improve over time. The "odor" of chronic bad breath results when bacteria in the mouth and on the tongue cause the formation of volatile sulfur compounds (VSC's) in the form of hydrogen sulfides. This may be an ongoing problem requiring professional breath management.

#2 *BreathRx fights both the cause and the effect of bad breath.*

BreathRx contains Zytex™, a unique and powerful dual-action complex that fights bad breath two ways: #1—Zytex reduces the foul smelling volatile sulfur compounds which provide

the "odor" of bad breath. #2— Zytex kills the gram negative organisms responsible for the formation of VSC's.

#3 *Now, even chronic bad breath can be effectively managed.*

There is no permanent cure for the cause of 90% of chronic bad breath. But now, thanks to BreathRx, the freshest possible breath can become a daily reality.

In some instances, chronic bad breath is actually caused by underlying medical conditions like diabetes, sinusitis or emphysema. And in those rare situations, treating the disease could possibly eliminate the cause of the bad breath. Fortunately, your dentist can help diagnose the various types and causes of bad breath.

#4 *Products that only mask bad breath are bad news.*

Most over-the-counter products do not eliminate bad breath. They can only hide it temporarily. An independent study of fifteen mouthwash products showed that while they all masked bad breath after ten minutes, only a few were still working after a few hours¹.

And when it comes to something as important as your breath, you shouldn't rely on something that can let you down at any moment. Also, most

mouthwash products contain alcohol that dries soft oral tissue and ultimately leads to even faster formation of odor causing bacteria.

Additionally, a 1991 study quoted in the "Journal of the American Dental Association" indicated that mouthwashes "containing more than 25% alcohol could increase the risk of oral and pharyngeal cancers by about 50%¹."

Fortunately, that's a risk you don't have to take. Because 100% alcohol-free BreathRx kills both the cause and the resulting odors of bad breath. That's how BreathRx outperforms other products that can only mask odor, or remain effective for only a matter of minutes.

#5 *Even good friends won't tell you about your bad breath.*

We've all had friends, relatives and co-workers with less than fresh breath.

We turn away when they talk, or shy away when they kiss. Why? Because there's just no easy way to bring up such a sensitive subject.

But the situation is far from hopeless. Your dental professional can assess your individual situation and provide the BreathRx products to help you maintain the freshest breath possible.

¹ Study available upon request.

PROFESSIONAL FORMULA
BREATHRx