

Lifestyle Trends

Bad Breath Takes Its Final Gasp

(NAPSA)—Bad breath. People hate it, and they'll do anything to avoid it. Nervous couples on a first date will run screaming from any dish prepared within a 20-mile radius of a garlic clove. Executives ready to close a big deal often engage in the suave "breathe into hand and inhale" maneuver to determine how close they can stand to their prospective partners before marching into the boardroom.

Whether or not they admit it, the simple truth is that everyone suffers from bad breath every day. Everyone wakes up with "morning breath." And, for the estimated 27 million Americans who suffer from chronic halitosis, it is a more serious issue. However, many may be surprised to learn that 90 percent of all bad breath is caused by germs that live in the mouth, not the stomach.

The millions of bacteria lurking in the human mouth digest protein particles and then produce sulfur gases. When those gases are exhaled through the mouth, they are perceived by those on the receiving end as "bad breath."

In addition to foods with strong odors, such as onions and garlic, bad breath can be caused by other factors, such as alcohol, tobacco and poor dental hygiene. A dry mouth also increases the likelihood of bad breath. In fact, the decrease of salivary flow in the mouth at night is largely to blame for the occurrence of "morning breath." Most over-the-counter products are antibacterial agents and only kill up to one third of the bacteria that cause bad breath, leaving the remainder to work up enough odorous gases to crank out more within the hour.

Fortunately, there is hope for the millions of people searching for a way to prevent halitosis. TriOral mouth rinse uses an innovative technology that sets it apart. Not only can it eliminate existing odors, but it can prevent new bad breath odors from forming 24 hours a day, when used regularly, twice a day. TriOral can eliminate bad breath around the



clock, also meaning the end to "morning breath."

"TriOral is remarkably different from other mouth rinses because its effects are long-term," said Dr. Marvin Cohen, author of the halitosis section of the *Encyclopaedia Britannica* and founder of the Halitosis Research Institute. "It effectively prevents bad breath by inhibiting the production of the gases that cause bad breath in the mouth."

For more information on preventing bad breath, visit www.trioral.com or call 1-800-492-7040.

Tips from TriOral to Eliminate and Prevent Bad Breath

The best way to keep bad breath at bay is by practicing proper oral hygiene with the following types of products:

- A rotary toothbrush to help remove plaque from all surfaces of the teeth, including hard-to-reach places
- A toothpaste with zinc ion, such as TriOral Toothpaste, to help reduce volatile sulfur gases
- Floss to help remove bacteria from in between teeth
- A tongue cleaner to help remove the plaque from the back one-third of the tongue, which is the biggest culprit in the creation of bad breath
- An oral rinse designed to eliminate and prevent bad breath for 24 hours a day, such as TriOral.

