

Survey Shows Fresh Breath Ranks Highest In High-Stakes Situations

(NAPSA)—In interpersonal situations where there is a lot on the line, making a bad first impression can lead to embarrassment at the least, and missed opportunities at the worst. Even seemingly minor imperfections can be enough to preclude a second date or spoil an employment prospect.

So what is the most objectionable gaffe in high-stakes situations? Surprisingly, according to a large-scale survey of Americans between the ages of 16 and 40 sponsored by the makers of Listerine PocketPaks® oral care strips, the answer is bad breath.

When it comes to dating, bad breath is even considered a bigger faux pas than having pimples or greasy hair. Two in five Americans view bad breath as the single most embarrassing first-date blunder, and half of those say it would be a deal-breaker. In contrast, only 23 percent believe acne breakouts, listed as the second most embarrassing problem, to be the biggest turn-off.

The survey also found that bad breath is a major concern of Americans when interviewing for a job. In fact, Americans would rather find typos in their résumés, undone zippers, stains on their shirts or pimples than discover their breath is stale. Only an unzipped zipper even comes close to rivaling bad breath as a worst case job interview scenario.

There is no way to completely avoid bad breath situations at all times, but engaging in proper oral care routines can help eliminate



Bad breath can hurt job or romantic prospects, according to a recent survey.

embarrassing situations. Here are some tips to maintaining proper oral care health:

- Brush thoroughly, twice a day, using an ADA-Accepted toothbrush and a toothpaste containing fluoride.
- Rinse your toothbrush after every brushing and replace every three months, or when bristles become frayed.
- Floss daily.
- Rinse twice a day with anti-septic mouthwash to help prevent and reduce plaque and gingivitis, especially in difficult-to-reach areas of the mouth.
- Visit your dentist regularly for cleanings and check-ups which can detect the early signs of gingivitis and prevent them from becoming more serious.

Using oral care strips with germ-killing ingredients, such as Listerine PocketPaks can help when brushing and rinsing is not a convenient option.

Listerine PocketPaks strips are available in the oral care aisles of groceries, drugstores, warehouse stores and wholesale clubs as well as front-end checkout counters.