

# INGENIOUS IDEAS

## DEPARTMENT

### Oral Care Strips Provide On-The-Go Convenience

(NAPSA)—Running from lunch to a meeting with no time to brush? Meeting a date after a cup of coffee with no time to stop and gargle? Always searching for a new way to get that “clean mouth feeling” anytime, anywhere?

Approximately 85 percent of bad breath originates in the mouth, and much of it is caused by germs. An estimated 400 different types of bacteria live in our mouths. These microorganisms feed on bits of food left on our teeth and tongue after meals. Feasting on these “leftovers,” the bacteria produce volatile sulfur compounds, which give breath its foul smell.

Other causes of bad breath include poor oral hygiene, gum disease, dry mouth and use of alcohol and tobacco products. Medical disorders, such as a sinus infection or post-nasal drip, and certain medications can also affect one's breath.

Unlike gums or mints that mask bad breath, a new oral care product has been introduced that actually kills 99.9 percent of odor-causing bacteria within 30 seconds and controls bad breath for up to 90 minutes.

Cool Mint Listerine PocketPaks™—film strips about the size of a postage stamp—are the first and only portable product that kills “bad breath germs” on contact.

To use, simply dispense one ultra-thin oral care strip from the small, convenient carrying case



**A new oral care product offers a “clean mouth feeling,” anytime, anywhere.**

and place on the tongue. Each strip contains the powerful germ-killing ingredients of Listerine® Antiseptic Mouthwash, thymol, eucalyptol, methyl salicylate and menthol.

Listerine PocketPaks™ strips sponsored four pre-parties to the Emmy Awards and the Chicago Film Festival. Also look for them at the Golden Globe Awards and Academy Awards.

The new product is available in the oral care aisles of grocery, drug and mass merchandise stores. They can also be found at the front-end checkout counters of these outlets, as well as convenience stores and non-traditional outlets. The strips are available in 16-count, 24-count and 72-count packages and will retail for \$1.49, \$1.69 and \$3.99 respectively.