

## Simple Procedure

The testing is quick and painless. In no time at all, you will know whether or not you have a bad breath problem.

# COULD YOU HAVE BAD BREATH AND NOT KNOW IT?



If your dentist suggests further attention, you can be sure that the therapy to control bad breath will not be a temporary solution, but will bring you long-term relief. Your dentist will be able to monitor the progress of treatment, using the Halimeter.<sup>®</sup>

Ask your dentist for more information, and be sure about your breath.

## TO BE SURE, ASK YOUR DENTIST FOR A SCIENTIFIC BREATH TEST WITH THE HALIMETER<sup>®</sup>

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**Y**ou could be one of the millions who suffers from chronic bad breath (halitosis, oral malodor). Studies indicate that 25 to 85 million people are affected.

The fact is, dentists at an American Dental Association Conference reported that they faced a minimum of six patients with bad breath every week. Calculating the number of practicing dentists, that adds up to at least 500,000 bad breath cases weekly!



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## News Media Coverage

The situation was serious enough for the editor of the *Journal of the American Dental Association* to cover the subject in an editorial. Major news media such as the Today Show, ABC's 20/20, and USA Today have devoted space to various halitosis cures being offered to the public, he pointed out.

## But, How Do You Know What Really Works?

The editor reminded his readers of a *Consumer Reports* test of 15 leading mouthrinses. All were effective for 10 minutes. None worked for more than two hours.

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## Find Out For Sure

You may not have bad breath. But if you want to be sure, ask your dentist. You'll be tested with a Halimeter®, a gas-measuring instrument that tests the air in your mouth, where 85% of all bad breath originates.

The Halimeter® was created by a company whose products are found throughout industry, in hospitals, and on the Space Shuttle. The Halimeter® has been used in dozens of clinical studies, and is acknowledged as the standard measuring device for halitosis. It is available only through the professional offices of dentists.

Here's another good reason to get tested: Chronic malodor could indicate more serious dental conditions.