
Battling Bad Breath: Discovering an Effective Solution to an All-Too-Common Problem

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SUMMARY:

This paper addresses a treatable condition that's the bane of many: halitosis, or "bad breath." It explains its causes and how, for many, halitosis can't be treated with simple remedies like mouthwash, teeth brushing and flossing, but requires an effective solution to a persistent problem. Most importantly, it discusses a unique treatment that was developed through clinical studies and is nearly 100% effective removing the bacterial conditions that cause bad breath.

CHRONIC HALITOSIS:

Affecting the Personal, Social and Professional Lives of Sufferers Daily

Bad breath is a common problem. In one way or another, more than 50 million people suffer from chronic halitosis in the United States alone. Of course, everyone suffers from bad breath occasionally; it often arises after eating certain foods like onions and garlic, or when one's mouth is especially dry after sleep ("morning breath") or cigarette smoking ("smoker's breath"). Circumstances most of us have often encountered ourselves. In many cases, people find that common mouthwashes and breath mints and sprays are useful enough to combat their ongoing problem. But for others these solutions don't cut it, and their unshakable condition creates high levels of stress and anxiety and low levels of self-esteem as they interact with others in their daily lives. It may make them less inclined to socialize with others, affect their professional lives as they intermingle with co-workers, and can create embarrassment in their dating situations and love lives. In short, it affects sufferers from the time they awaken until the time they fall asleep. It has debilitating effects upon their quality of life.

Other Causes of Bad Breath

Extreme conditions of halitosis are prevalent among those who suffer from late stage liver disease, and can often occur among those who have severe sinus infections. In these cases, especially the former, the malodor of a patient's breath itself isn't the prime concern, and specialists are needed to specifically treat their more pressing affliction.

How Bad Breath Develops

But the greater share of people who experience chronic bad breath—about 90 percent according to the International Society for Breath Odor Research (ISBOR)—do so not as a side effect of a more serious condition. Their quandary arises from the buildup of too many volatile sulfur compounds (VSCs) that form below saliva on the back of the tongue as a result of the breakdown of proteins in the oral cavity at the hands of an aerobic bacteria. The most nefarious of the more than 2,000 oral bacteria sometimes produce the rotten-egg smell of hydrogen sulfide, the fecal smell of methyl mercaptan, and—less frequently—the rotting-corpse scent of cadaverine, or the rotting-meat odor of putrescine. Obviously, such malodor can be tough to take. So while everyone experiences a certain degree of buildup (the nether regions of the tongue aren't easily cleansed by the body's saliva), victims of bad breath produce an inordinate amount of VSCs that makes their breath odious and offensive to others. This is often true for those who frequently have post-nasal drip, as their abundant mucus drip provides a greater breeding ground for oral bacterial metabolism.

Not all sufferers of chronic halitosis are aware of their conditions. For whatever reason, most people can detect the bad breath of others, but not their own. There's little correlation between bitter or sour taste and accompanying breath, so it's difficult for an individual to gauge one's own breath scent. It's often up to one's family members or friends to inform them of their condition, but, since severe and persistent bad breath carries a social stigma along with it, they are oftentimes reluctant to do so. On a related note, some people—many whom are insecure, phobic or obsessive-compulsive—are halitophobics and fall prey to the suggestions of mouthwash and toothpaste advertisers and convince themselves that they are afflicted when, in fact, they aren't. The best way to tell if one has bad breath is to ask a friend or relative, as difficult as that might be, it is the most accurate way to determine if there is a problem.

Nowadays, though, many dental offices and breath clinics offer special monitors that can detect levels of sulfur emissions in the mouth air of patients.

It affects individuals on many levels:

Professionally—Having halitosis in the workplace can, at best, lead to uncomfortable moments with co-workers due to self-consciousness at meetings, luncheons and other periods of direct interaction. At worst, it can narrow opportunities for career advancement.

Socially—Those afflicted with bad breath often experience heightened anxiety in social settings, avoiding face-to-face encounters and gatherings in tight quarters with the knowledge that their breath is off-putting. This may cause them to avoid such occasions and restrict their ability to lead fulfilling social lives.

Personally—Halitosis can even (and sometimes especially) hinder the personal lives of those who suffer from it. They have been known to avoid intimate displays of affection with spouses or children due to the discomfort the malodor of their breath might cause. As evidenced in the myriad advertisements for mouthwash, halitosis is a severe impediment to a rewarding love life, as it negatively affects one's appeal in intimate situations.

While it's a physiologic condition, halitosis, as explained above, generally creates difficult psychological issues in the daily affairs of those with the condition. In fact, it is the wear and tear on one's psyche that presents the greatest problem. It's why people have sought to cure and prevent halitosis for thousands of years.

Once a halitosis sufferer is armed with the knowledge of his or her condition, extreme stress and worry generally ensues, and they seek whatever remedy might work. Until one is found, however, their daily lives are severely affected. Halitosis can be debilitating to one's self esteem and emotional well-being.

THE PROBLEM WITH COMMON TREATMENTS:

Why Oral Hygiene and Mouthwashes Aren't the Answer

People have undertaken efforts to thwart bad breath since the time of ancient civilizations. Tongue cleansing techniques were practiced long ago in Eastern societies and are still practiced by many today, such as the techniques followed by devout yoga practitioners. Over time, civilizations have found natural plants and foods that do their part in lessening the symptoms of halitosis. For centuries on end, a variety of gums, mints, along with cinnamon sticks, anise seeds and parsley have been used by people from Europe to East Asia, from South America to the Middle East.

Today, more modern instruments and scientifically formulated breath gum and rinse products are popular items on supermarket shelves and medicine cabinets everywhere. Products related to oral hygiene have created a billion-dollar industry, but the most popular means of combating bad breath—tooth brushing and mouthwash rinses—will not solve the problem. Regularly diligent tooth brushing is effective in preventing plaque and removing food particles that can accentuate bad breath. However, toothbrushes can't adequately reach the back of the tongue where the prime odor-causing bacteria reside. So, while tooth brushing plays an important role in good oral hygiene and bad breath prevention, it's a far cry from being an end in itself. And mouthwashes, for their part, only serve to mask the odors caused by bacteria for a brief time; they don't eliminate the odor-causing bacteria themselves. Many also contain alcohol, which dries the mouth, accentuating a condition that leads to halitosis. All in all, the effectiveness of mouthwashes is best measured in minutes, not hours or days.

Tongue scraping with a proper tool, in conjunction with proper oral hygiene is the most effective of the "common" procedures people employ in the war they wage against halitosis. Since the bacteria that causes the condition is primarily anaerobic and thrives in alkaline environments, results can be further enhanced in a couple of ways. To ensure higher levels of oxygen, a less than 3% solution of hydrogen peroxide can be used as a mouthwash. It's more effective than many of the trendier products that inhabit the market but it can have a strong taste and it should not be swallowed. And to buffer the ph levels in the oral cavity, baking soda as a toothpaste is especially effective.

But even when these measures are taken the underlying problem remains: volatile sulfur compounds that build and rebuild, continuing the burdensome pattern of one halitosis condition after another. And while these remedies provide a fleeting cure, bad breath sufferers shouldn't have to spend every minute of their life scraping their tongue, and brushing and flossing their teeth just to avoid another dreaded bout with halitosis.

Luckily, they don't.

CHLORINE DIOXIDE:

Finally, a Permanent Solution to Bad Breath Once and for All

In 1992, Dr. Jon L. Richter, a Periodontist in private practice, founded the first U.S. clinic to specifically address the issues of bad breath odor, the Center for the Treatment of Breath Disorders in Philadelphia. Soon, patients came from near and far seeking treatment for chronic conditions of halitosis. They brought tales of woe after enduring years of stigmatized trauma, but they also brought hope that their conditions might soon be cured. And their optimism was rewarded. Working with patients in a clinical trial study, Dr. Richter discovered that a powerful and safe germicide used in water purification called chlorine dioxide had excellent results when used as an active agent to remove the oral bacteria that cause malodor. His findings were remarkable: more than 99 percent of the more than 600 patients he treated during the first year the clinic opened found that the chlorine dioxide rinse during treatment following tongue cleaning eliminated their existing condition.

Based on the clinical trial and success of his early patients, Dr. Richter received a patent to provide the only mouth rinse containing more than negligible amounts of chlorine dioxide. This unique solution allows those afflicted with bad breath to permanently avoid complications from their condition by following a simple daily regimen. In tandem with a regular brushing and oral hygiene, people who suffer from halitosis may adhere to a quick and easy two-minute breath maintenance program twice a day.

To date, Dr. Richter has treated more than 6,000 patients in his clinic, who've experienced problems from bad breath with equal success. And chlorine dioxide as the active agent in rinse treatment works well for several reasons.

It attacks bad breath from a “triple threat” position:

- Kills odor-causing bacteria.
- Destroys the VSCs before they reach the air, evaporate and become a noticeable smell.
- Reduces proteins that allow odor-causing bacteria to ferment.

In addition to helping halitosis sufferers win the battle against bad breath, the chlorine dioxide treatments also effectively limit “free floating” plaque within the mouth. This helps reduce the dental plaque that harbors around teeth, and helps prevent dental decay and gum disease. It's a natural complement to regular oral hygiene practices.

The ProFresh® Breath Care System—The best news surrounding Dr. Richter's success is that the chlorine dioxide treatment he established at the Philadelphia Center is now available to bad breath sufferers everywhere. The patented solution is known as the ProFresh Breath Care System, a complete home maintenance kit that includes the chlorine dioxide oral rinse, a tongue scraper, as well as dental floss and toothbrush.

The ProFresh Breath Care System provides the same effective results in treating halitosis that Dr. Richter and his staff found at the Philadelphia Center. In fact, a scientifically conducted clinical study by Florida-based Hilltop Research showed that the ProFresh daily regimen was highly effective in treating oral malodor in patients who experienced halitosis.

The ProFresh alcohol-free, active chlorine dioxide oral rinse is protected by Dr. Richter's original patents*, though other manufacturers may advertise chlorine dioxide in their own products, the chlorine dioxide levels in any solution other than ProFresh is insignificant as a halitosis treatment.

Availability:

The ProFresh kit can be ordered by phone at 1-800-210-2110 or on the Internet at www.profresh.com. The cost of the kit is \$39.95 plus shipping, which includes a six weeks supply of the chlorine dioxide oral rinse. Rinse refills are \$10.00. The ProFresh Breath Care System comes with a money-back guarantee.

U.S. Patents:

5,733,840 & 6,284,152