



10

good reasons
to treat oral
malodor in
your office,
using the
Halimeter[®]

1 You need a practice builder, but you need one that's AFFORDABLE, and one that will deliver quick, profitable results.

2 In study after study (*Dental Economics*, *Consumer Reports*, and citations in the technical literature) chronic bad breath is said to affect 25 to 85 million people in the United States alone. Also noted is that a goodly number of dentists already see six or more self-proclaimed oral malodor patients per week. Why not treat them?

3 Fully 80% of patients who present with oral malodor have some gum condition. Cure the gum condition, and you've cured the bad breath. This means that you don't need any new skills to treat halitosis. Just perform good dentistry on the patient. In other words, keep doing what you're already doing! No need to venture into the froufrou.

4 You can cure the patient's problem in virtually all cases.

5 Treating oral malodor takes very little doctor time. In fact, in many offices, the hygienist takes care of most or all of the clinical functions.

6 Offering bad breath treatment sets your office apart from the crowd, and attracts new patients, while giving you the opportunity to provide more services to existing patients.

7 You already know that empirical treatment, including mouthwash and tongue scraper, are not a panacea for gum disease, and thus are not a panacea for bad breath. What is needed is dental and gum intervention.

8 Grow your practice by performing rational, ethical, EVIDENCE-BASED dentistry. Use the Halimeter® as an objective diagnostic tool, and use it to monitor the progress of treatment.

9 The Halimeter® is mentioned in DOZENS of technical papers, and is already used by THOUSANDS of dentists. The Halimeter® is universally recognized as the standard research and clinical instrument for measuring oral malodor.

10 As a Halimeter® dentist, you can take advantage of our halimeter.com website, the web's premier location for information on oral malodor. We encourage our Halimeter® dentists to post expert articles, and we will link to your office's website. That means more publicity for you! We can even provide additional marketing and PR support to jump-start your efforts.

*Join a winning team,
and get on board with
the most cost-effective
practice builder to
come along in quite
some time—*

*Bad breath treatment
with the Halimeter®*



interscan corporation

P.O. Box 2496, Chatsworth, CA 91313-2496

1 800 458-6153 (U.S. and Canada)

(818) 882-2331

Fax: (818) 341-0642

Halimeter website <http://www.halimeter.com>

e-mail: info@halimeter.com