

# FOCUS

## ON DENTAL HYGIENE

### HEALTHY SMILES SUPPORT HEALTHY BODIES

A great smile does more than just brighten your appearance. Mounting evidence shows that a healthy smile can also support total body health. With an overwhelming number of dental products lining store shelves, making an informed decision on what to use can be daunting. Consumers are bombarded with colorful mouthrinses that can stain teeth and dental work, alcohol that can worsen bad breath and dry tissues, and harsh abrasives that can cause unnecessary wear on enamel. For more than 25 years, we've been diligent in redefining dental health care with safe and effective ingredients that will preserve your pearly whites and support your overall health!

#### 5 Ways to a Healthier, Brighter Smile in 2010

##### 1. CoQ10 — the mouth-body connection

Research has shown, and experts agree, that there is an association between periodontal disease and other chronic inflammatory conditions, such as diabetes, cardiovascular disease and Alzheimer's disease. That's why we created a unique nutritional formula to safeguard your dental health and your body. CoQ10 is a naturally occurring compound that has been shown to neutralize the destructive effects of free radicals (cellular damage) in the body, increase energy production in vital organs and support metabolic cell function. CoQ10 levels in the body slowly diminish as we age. Now you can bullet-proof your immune system with a powerfully enhanced supplement that will restore nutrients essential in supporting vital systems in your body.

##### 2. Oxygene® — the secret weapon in eliminating odors

Oxygene® is the exclusive ingredient found in our revolutionary odor-fighting dental products. And, it is what makes Oxyfresh dental products the No. 1 choice for freshening breath among leading dentists and hygienists nationwide. Oxygene® is activated immediately when introduced to the saliva in your mouth. The longer the solution is in contact with the oral tissues, the greater the effectiveness. Oxygene® rapidly and completely oxidizes the sulfur-containing molecules rendering them inactive and your mouth odor-free! We maintain complete control over the manufacturing process of this

#### PRODUCT CORNER

### CoQ10 Complex

Ninety chewable tablets provide you with Vitamins C, B6, B12, Bioflavonoid Complex and CoQ10.

**Buy Today! Call 800.333.7374  
or Go Online at Oxyfresh.com**

### Xylitol

Look for xylitol in Power Paste; Power, Zinc, Flouride and Fresh Mint Mouthrinses; Super Relief and Flouride Dental Gels; Breath Mints and Breath Spray.

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key ingredient to ensure the solution maintains a neutral pH and meets the highest quality standards every time.

### 3. Xylitol — the natural cavity fighter

The use of xylitol in dental products is packed with amazing benefits! Regular use of xylitol has been shown to significantly reduce acid production in the mouth by stimulating salivary flow and bringing the pH to a neutral level, thereby decreasing the risk of cavities. In fact, studies show a reduction in tooth decay by up to 80 percent. Additional research demonstrated the ability of xylitol to remineralize damage to tooth enamel, reversing the early stages of a cavity. The most recent studies with the use of xylitol have shown a reduction of the formation of biofilm (bacterial plaque). This revelation makes xylitol an especially unique ingredient in eliminating the harmful effects caused by the accumulation of bacteria in the mouth. We are a pioneer in sharing this increasingly popular ingredient with its inclusion in the formulation of our professional-grade dental products.

### 4. Clear Rinses — to maintain whiter teeth

Ever notice the colorful mouthrinses lining store shelves? Or, how they are attractively splashed all over television commercials? Artificial dyes and colorings are intentionally added to commercial mouthrinses to attract your attention. Unfortunately an attractive red, blue or green dye is not so attractive on your teeth or the investment of your dental work. Dyes stain! In fact, they can permanently stain tooth-colored bonding materials. While advertisers are busy competing for your attention you can be confident knowing we spend our time formulating the highest quality, professional-grade dental products that deliver results.

### 5. Alcohol-free — safe for the entire family

Most commercial mouthrinses contain an alarmingly high percentage of alcohol (up to 27 percent). The use of alcohol has reportedly been responsible for burning, irritating and even degrading the hardness of tooth-colored filling. Another harmful effect linked with alcohol is the dryness to the oral tissues. Maintaining moisture and a healthy salivary flow provides essential nutrients to the teeth and tissues, assisting in digestion, reducing bacteria and naturally washing away food particles as well as reducing the risk of cavities. Additionally, the dryness caused by alcohol can encourage more odor-causing bacteria to accumulate and thereby, making a bad breath problem even worse. Keep in mind there is a large population that currently suffers with dry mouth symptoms as a result of certain medical conditions, aging, medications, radiation and chemotherapy treatments. The use of alcohol with these individuals can increase the severity of their symptoms producing harmful side-effects.

## Oxyfresh Mouthrinses

Check out our clear (non-staining), one-minute solution mouthrinses. **Buy Today! Call 800.333.7374 or Go Online at [Oxyfresh.com](http://Oxyfresh.com)**

**100%** money back guarantee

At Oxyfresh, we stand behind the superior quality of our health and wellness products with a 30-day guarantee.

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TODAY!**