



FOCUS

ON DENTAL HYGIENE

LOOKING FOR THE PERFECT HOLIDAY GIFT? EVERYBODY LOVES A HEALTHY SMILE

A great-looking, healthy smile does a lot more than just brighten your mood and rev up your sex appeal. It supports your body's overall health, can reduce dental bills, alleviate unnecessary oral pain and protect your pearly whites for life! And that's not all. New research shows that an attractive smile can make you appear more intelligent, successful and confident. There's a lot riding on our smiles, give them the TLC they deserve.

5 reasons Oxyfresh Dental Kits belong on any gift list

1. They've got all the home dental care bases covered

Our three full-size Dental Kits are loaded with the essentials to promote and maintain a healthy smile. Carefully formulated, professional-grade mouthrinses that are clinically proven to freshen breath; super-concentrated, great-tasting toothpastes that deliver an "I-just-got-my-teeth-professionally-cleaned" feeling; soothing and conditioning dental gel; a tongue cleaner that removes odor-causing compounds a toothbrush can't reach and our signature breath mints with cavity-fighting xylitol. Who could ask for anything more to protect their smile?

2. They contain products with Oxygene®

It's the magical ingredient nobody else has. Oxygene® is a non-toxic, completely safe, and clinically proven ingredient that destroys odor-causing compounds through an oxidation process that neutralizes and wipes out smelly substances that cause bad breath. Oxygene fights the bacteria that can lead to more serious dental problems, such as periodontal disease. How will six hours of guaranteed breath confidence sound to the person on your gift list? They'll love it! And, Oxygene delivers.

3. They contain products that are alcohol-free

"The burn tells you it's working." How many times have you heard mouthrinse

Give the gift of
a bright and
healthy smile



ULTIMATE HYGIENE KIT

Includes everything you need for long lasting fresh breath and a confident smile.

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advertisements tell you that? Well, it's not true! Alcohol actually causes dryness, which encourages more odor-causing bacteria to accumulate – making a bad breath problem even worse. Plus, alcohol robs the essential moisture needed from the tissues. This dryness of the tissues and the entire mouth can lead to increased risk of cavities, discomfort, delay healing and even compromise the integrity of tooth-colored filling materials.

4. They contain products that are clear and non-staining

The mind-numbing number of mouthrinses that line grocery shelves are all competing for our attention. Left alone to make the choice, most of us will choose a brightly colored mouthrinse because of the “shelf appeal.” At least that’s what the manufacturers want. Don’t be fooled. Colorful dyes can stain your teeth, veneers, resins and other cosmetic restorations. There is absolutely no benefit or purpose to add dyes and coloring to products except to attract attention. Use a clear mouthrinse — it’s that simple.

5. They contain low-abrasion toothpastes

Abrasive toothpastes will dull the luster of your teeth, porcelain veneers, crowns and bridges, while potentially increasing sensitivity. That’s why toothpastes with a high abrasivity rating are not recommended for most people, especially those with delicate cosmetic work or those who have exposed root surfaces. Even those who have not had cosmetic work should be leery of abrasive toothpastes because they can eventually strip away tooth enamel, which never grows back.

Closing thoughts

A beautiful smile speaks volumes; it’s one of the first things people notice. Don’t let the people you care about compromise their dental health. Everybody wants a beautiful smile and nobody wants to flunk that ever-important first-impression litmus test with a lackluster smile. When it comes to oral care products, make your choices carefully. Read the labels. Then keep smiling and spread the cheer!



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