

Dental Doings

Dealing A Fresh Blow To Bad Breath

(NAPS)—Having a fresh mouth has never been more important. Eighty-five percent of Americans surveyed named bad breath as the number one turn-off.

To avoid the social embarrassment of halitosis, Americans typically reach for mints, gum, pills and other fresheners. But, it seems that the real culprits in bad breath are not unclean teeth, stomach gases or even garlicky food. The real villain? Bacteria on the tongue, which studies suggest is responsible for up to 90 percent of bad breath.

Fortunately fresh-breath seekers now have a new tool for battling bad breath: the new REACH® Fresh & Clean toothbrush, which features a soft-rubber tongue cleaner that removes up to five times more bacteria than toothbrushing alone. With an innovative two-in-one design, the toothbrush removes bad-breath causing germs from the teeth and HARD TO REACH PLACES® of the tongue both easily and comfortably.

Although cleaning the tongue may be the best way to eliminate bad breath, a recent survey found that only 16 percent of Americans regularly use a tongue-cleaning device and only one in four regu-

Refreshing Facts About Bad Breath

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larly cleans the back of the tongue, where bacteria is hardest to reach.

“Even when they recognize the importance of tongue cleaning, many people still shy away from the practice due to discomfort or gagging,” explains Lana Rozenberg, D.D.S.

According to Dr. Rozenberg, a toothbrush with a soft compact cleaning device can be a comfortable alternative to scouring the tongue with scratchy bristles and an effective way to achieve total mouth cleanliness without needing to use a separate tool.

The new toothbrush is available at drugstores, discount stores and supermarkets.