

For Teens, A Tiny Oral Care Strip Delivers

(NAPSA)—In the hygiene-conscious world of teenagers, a dissolvable oral care strip is making a welcome appearance in the halls of high schools across the country. Teens are embracing new melt-in-your-mouth oral care strips which provide an instant clean-mouth feeling on-the-go.

What's the lure of the popular pint-sized breath-blasters called Cool Mint Listerine PocketPaks™? The word used most often by teens is "intense." And while gums and mints often cause unwelcome distractions in the classroom, the oral care strips are noiseless and discreet, and aren't frowned upon by school officials. Ellis Mass, Product Manager of Pfizer Consumer Healthcare says, "Even school janitors love the product because they don't have chunks of gum stick underneath their brooms and the pile of little wrappers to sweep up."

And it's not only the teenagers who are concerned with a clean-mouth feeling. At some point in time everybody is affected with bad breath. Americans spend an estimated \$3 billion per year combating the problem.

Approximately 85 percent of bad breath originates in the mouth and much of it is caused by germs. This bacteria feeds on bits



A postage stamp-sized oral care strip that packs a big wallop is now popular with teenagers.

of food left on teeth and tongue after meals which gives breath its foul smell.

The oral care strips kill germs on contact for a clean-mouth feeling up to 90 minutes. Alluding to the high popularity among teens, Sena Baligh, special-events director of the under-21 club One Seven said, "We thought, what can we (allow) instead of gum that will make them happy and won't be sticky?" The pint-sized wonder seemed the way to go.