

3-step oral care

Effective against bad breath (halitosis)



Scientific information

Prevalence of halitosis

Halitosis is a condition that affects a lot of people, with many suffering on a weekly basis.

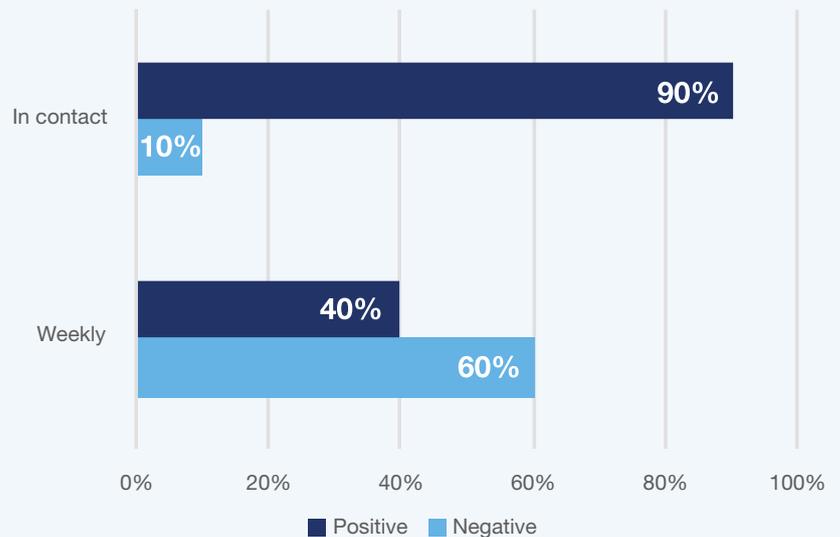
Halitosis is a frequently occurring problem, but when discussed openly, it can be prevented by using the right products.

Causes of halitosis

Halitosis can be attributed to 85%¹ of cases of poor oral health.

Other causes are: smoking, genetic predisposition, dry mouth and medication use.

Contact frequency of Halitosis



Ingredients

Zinc citrate

Zinc citrate is the most important active ingredient of Fresh4Sure. Zinc citrate bonds to the sulphurous compounds produced by 'bad' bacteria, after which they can be rinsed away².

MGO (methyl glyoxal)

The antibacterial extract MGO inhibits the growth of 'bad' bacteria, preventing them from becoming established in the mouth³.

Muco-adhesive polymer

The muco-adhesive polymer ensures that the active ingredients and freshening extracts (mint and eucalyptus) can adhere within the mouth, promoting a long-term effect⁴.

Polyglycerin

Polyglycerin stimulates the production of saliva, preventing mouth dryness⁵.



Fresh4Sure: long-term effect • prevents a dry mouth • no SLS • no alcohol

1. Quirynen, M, Dadamio, J, Van den Velde, S, De Smit, M, Dekeyser, C & Van Tornhout, M. Characteristics of 2000 patients who visited a halitosis clinic. J Clin Periodontol, 36:970-5 (2009)
2. Cho, E. The effect of Zinc-citrate containing dentifrice for oral malodor control. International Journal of Clinical Preventive Dentistry 12(2):57-64 (2016)
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4. Irache, J. M., Huichi, M., Konecny, M., Espuelas, S., Campanero, M. A & Arbos, P. Bioadhesive properties of Gantrez Nanoparticles. Molecules 10, 126-145 (2015)
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Fresh4Sure – free from halitosis

What is halitosis?

Halitosis is a condition whereby the breath of a patient carries a most unpleasant odour. It is caused by an abundance of 'bad' bacteria which produce sulphurous compounds in the mouth. Eighty percent of the mouth consists of soft tissue and that is where most of the bacteria gather, on the tongue in particular. Thorough and consistent brushing of the teeth alone is not sufficient to remedy this condition.

Cavex 3-step oral care system

Cavex Fresh4Sure restores the balance between the 'good' and 'bad' bacteria in the mouth in a natural way; this is essential for a healthy mouth and fresh breath.



Step 1 Removal

Most of the bacteria that produce sulphurous compounds are usually present on the tongue. This can be cleaned frequently using Fresh4Sure Tongue Cleaner, which will remove the coating in which the bacteria live.



Step 2 Cleaning

The return of 'bad' bacteria to the mouth can then be minimised by rinsing and gargling with Fresh4Sure Mouthwash for 30 seconds. The inclusion of a bio adhesive gives the mouthwash a more treacly consistency, so that it adheres firmly to the inner wall of the mouth. This prolongs the efficacy and greatly improves the efficiency of the treatment.



Step 3 Conditioning

Finally, the Fresh4Sure Tongue Gel inhibits the growth of new 'bad' bacteria. A natural antibacterial ingredient known as MGO kills the unwanted bacteria but not the bacteria that are essential for good oral health.



Fresh4Sure
3-step oral care

Fresh4Sure

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The Fresh4Sure 3-step mouth care system consists of a tongue scraper, mouthwash and tongue gel. These are available as a package. With the exception of the tongue scraper, the products are also available separately.

Please go to www.cavex.nl/fresh4sure for more information.



Fresh4Sure kit



Tongue Cleaner



Mouthwash 500ml



Tongue Gel 35ml/45g

Order Fresh4Sure from your usual dental retailer



Promotional material for your waiting room, either in the form of a flyer or poster or in a digital format, is available from dental@cavex.nl or +31 23 530 77 00.

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