

COMING CLEAN ON BAD BREATH

We all have bad breath (halitosis) from time to time. But for some people, it may be a continuous problem. In fact, bad breath is the third most common reason people go to a dentist.¹

Many people who realize they have bad breath may be too embarrassed to seek medical help. However, bad breath is a dental problem that can be treated. Your dentist can help determine the cause and recommend proper treatment.

THE BREADTH OF BAD BREATH

IT HAS BEEN CITED THAT ABOUT **50%** OF ADULTS HAVE HAD OCCASIONAL OR PERSISTENT ISSUES WITH BAD BREATH²

IT IS ESTIMATED THAT **OVER 80 MILLION** AMERICANS SUFFER FROM CHRONIC BAD BREATH³

EACH YEAR, AMERICANS SPEND OVER **\$10 BILLION** ON PRODUCTS TO COMBAT CHRONIC BAD BREATH³

Having bad breath is more than an oral health issue. It's also a major social issue that can affect a person's self-image and confidence, as well as cause social, emotional, and psychological anxiety.⁴ Ways to treat it include:



Practicing good oral hygiene. Obvious? Sure. But, the fact is, many people do not practice a consistent oral care routine that includes brushing, flossing, and rinsing. It is important to understand that bad breath can also impact your overall oral health.⁵



Giving that old toothbrush the boot! Brushing your teeth with bristles that are worn and frayed means you will be leaving more plaque behind on the teeth and gums. Replace your toothbrush every 3 to 4 months to get the most effective cleaning possible.⁶



Watching what you eat and drink. There are a number of good ways to keep harmful bacteria and food debris from forming on your teeth. Stay hydrated by drinking water, limit your coffee and alcohol intake, avoid tobacco products, and chew sugarless gum 20 minutes after eating to stimulate saliva flow.⁵

For more information and resources on how to combat bad breath, visit webmd.com/oral-health/guide/change-your-breath-from-bad-to-good#1

ADA-accepted LISTERINE[®] mouthwash when added to an oral care routine that includes brushing and flossing can help fight germs that cause bad breath.^{7,8}

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