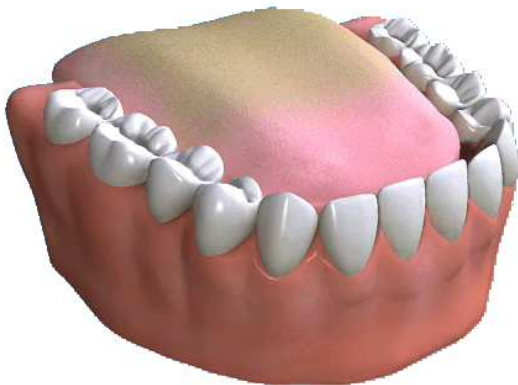


TONGUE CLEANSING

Q Why tongue cleansing?

A Tongue cleansing is a quick and efficient way to help achieve and sustain a healthy, fresh mouth.

Recent scientific evidence supports the need to practise regular tongue cleansing to help reduce harmful bacteria in the mouth.

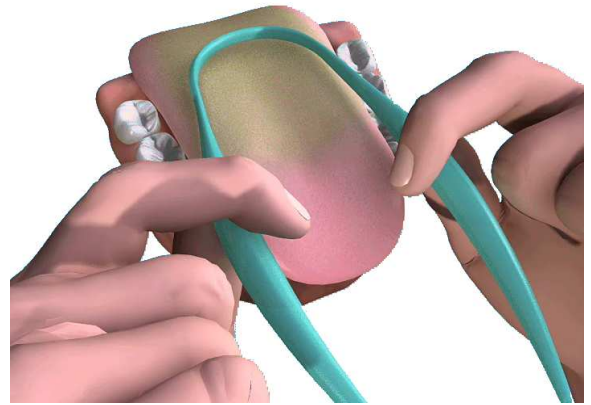


Q What are the facts about the tongue?

A The back of the tongue is the main focal point for the majority of micro-organisms in the mouth, which are a major source of bad breath, plaque-forming bacteria and those associated with gingivitis and tooth decay. It is therefore important to reduce these micro-organisms in all areas of the mouth, especially the tongue. A tongue cleanser is the ideal tool to use in conjunction with a toothbrush and floss/interdental brushes to help achieve optimum oral cleanliness.

- 9 out of 10 people suffer from bad breath at some time or another.
- 90% of bad breath comes from what is happening in the mouth¹.
- 80% of bad breath emanates from the back of the tongue.
- The use of a specialist tongue cleanser is much more effective in reducing

¹ Kazor CE et al: Diversity of Bacterial Populations of the Tongue Dorsa of Patients with Halitosis and Healthy Patients. Jnl Clin Microbiology Feb 2003p, 558-563



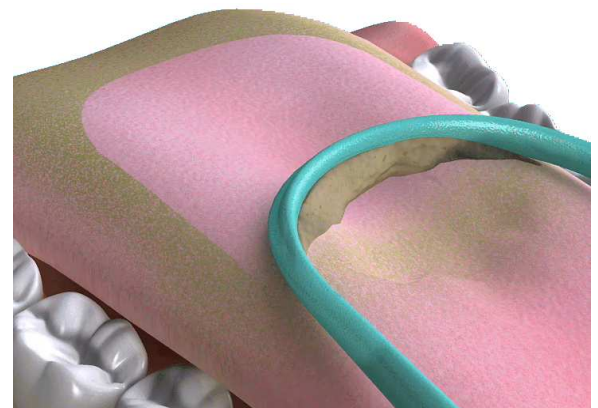
odour-causing bacteria than brushing the tongue with a toothbrush.²

Q Why the TongueDetox™ cleanser?

A The TongueDetox has been specially designed to maximise the effectiveness of tongue cleansing. It is made of lightweight, supple plastic with an ergonomically designed double handle and is impregnated with a pleasant mint aroma. It is safe and easy to use, minimising the gag reflex. The TongueDetox effectively removes dead cells, food debris and the plaque bacteria that are the most common cause of bad breath.

Q What if I am a smoker?

A Tongue cleansing will easily and effectively remove the extra thick brown coating which forms quite heavily on the tongue's surface which in turn will reduce "smoker's breath".



² Loeshe WJ and Kazor CE 2002. Microbiology and treatment of Halitosis. Periodontology 200 28:256-279