

WE SURVEYED 20,000 AMERICANS ABOUT BAD BREATH. HERE'S WHAT WE FOUND:

- 1 Americans don't know "jack" about bad breath.
- 2 If you want to solve a real problem, you need real science.

That's why SmartMouth is here to educate you.

DID YOU KNOW...

77% of Americans

have never been told that they have bad breath.



60% of Americans

have never told someone they have bad breath.



AS A COUNTRY, WE CONSUME YEARLY:

400 million pounds of garlic



146 billion cups of coffee



6 billion gallons of beer



1 billion pounds of tuna

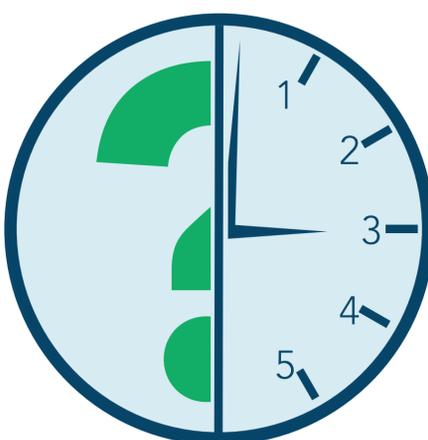


That's a lot of smelly foods and beverages we're eating and drinking. Which would make bad breath an issue at work - at home - in our social life - or in our love life.

How do we know bad breath is an issue and your mouthwash, gum, or mints aren't working?

over 20%

of us wonder "if our breath stinks" every day.



over 40%

of us feel "our breath only stays fresh for a maximum of 3 hours."

1 out of every 3 Americans has had bad breath ruin a relationship or hurt their self-esteem.

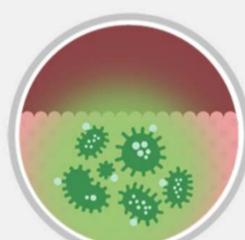


So, why do millions of people continue using mouthwash, mints & gum that don't work?

They think gum or mints will solve the issue. (They won't.)

So, what's the real problem here?

ONLY 6% OF AMERICANS RECOGNIZE THE REAL CAUSE OF BAD BREATH -- SULFUR GAS



1

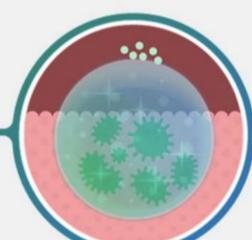
When the bacteria in our mouth digest the leftover protein particles, they emit sulfur gas as part of their digestion process. It's that sulfur gas that's the true source of bad breath.



2

Mints, gum, and most mouthwashes only mask your bad breath.

But, if you can stop the production of sulfur gas, you can eliminate & prevent bad breath.



3

That's why SmartMouth uses zinc-ion technology to block the bacteria in our mouth from producing sulfur gas for 12 hours with every rinse.

No sulfur gas = No bad breath!

