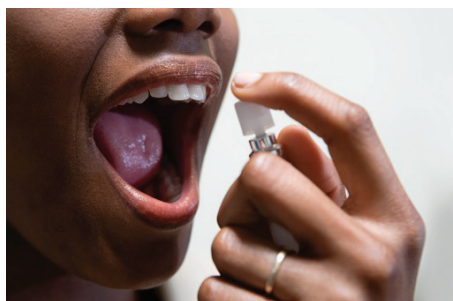


BAD BREATH



Halitosis, more commonly known as bad breath, can be an embarrassing issue for some people and may lead to awkwardness in social settings. Knowing what causes bad breath is important because the problem could be a sign of a more serious dental or medical issue. Fortunately, there are a number of steps that you can take to treat bad breath and make your mouth clean and healthy.

WHAT CAUSES BAD BREATH?

Most bad breath starts in the mouth. Its most common causes:

- Pungent foods, such as onions, garlic and some spices
- Poor dental care – when you skip brushing your teeth, flossing and cleaning your tongue – allows food particles to breakdown in your mouth and can cause bad odor
- Dry mouth is usually the result of a decrease in saliva production. When there is not enough saliva to clear away food particles, bad odor can result.
- Medical conditions such as diabetes, liver and kidney diseases may cause bad breath. Sinus, lung or throat infections can also lead to bad breath, especially when there is draining

HOW CAN I FIGHT BAD BREATH?

The most important step is to brush your teeth twice a day, floss and clean your tongue daily to remove food particles from your mouth. Also, visit your dentist regularly for cleanings and checkups, and talk to them about any concerns.

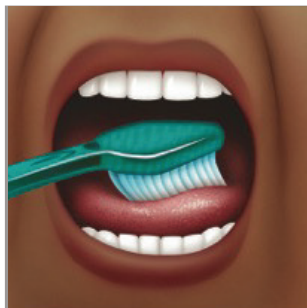
THE RIGHT WAY TO BRUSH



Clean the outer surfaces of your upper teeth, then your lower teeth by brushing away from the gumline

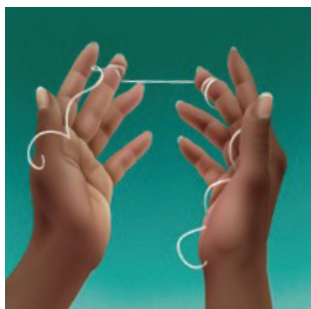


Clean the inside and chewing surfaces of your upper teeth, then your lower teeth using short back-and-forth strokes

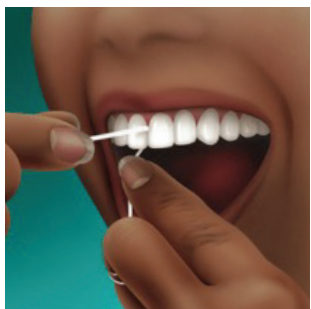


Gently brush your tongue to remove bacteria and freshen breath

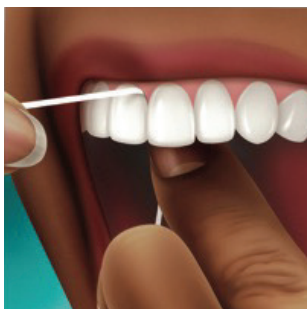
THE RIGHT WAY TO FLOSS



Use about 18 inches of floss, wrap around middle fingers, leaving an inch or 2 to work with



Holding floss taut, gently slide up and down between your teeth



Follow the curve of each tooth, making sure to go beneath the gumline, but never snapping the floss against the gums

BAD BREATH GOT YOU DOWN?

Bad breath can be uncomfortable for you and those around you! Why not try one of Colgate's breath freshening products?



COLGATE TOTAL® ADVANCED DEEP CLEAN



COLGATE® TRIPLE ACTION TOOTHPASTE



COLGATE® MAX CLEAN™ WITH SMART FOAM™