



“Your mouth is the doorway to the rest of your body.” —Dr. Harold Katz

(800) 97-FRESH www.drkatz.com www.therabreath.com www.periotherapy.com patientcare@drkatz.com



By Dr. Harold Katz
 Founder
 The California Breath Clinics

Good Health Starts In The Mouth!

It’s no secret that everyone wants to be as healthy as possible. The secret is that science has shown numerous times that one of the best (and easiest) methods for **better overall health** is to **create a very healthy mouth**. I’ve been a dentist since 1975 and the *world’s most recognized bad breath specialist* since 1993. Over those years, I’ve discovered some amazingly simple oral care secrets that have dramatically changed the lives of my patients and those fortunate people who have used my **TheraBreath, PerioTherapy, TheraBrite** and other formulas.

I’ve also learned from other scientists that many serious health problems are linked to basic oral health problems. By improving your oral health with common sense formulations and a little bit of homework (you thought you were done with homework)—**I believe you can live a much richer and healthier life**. The percentage of adults with gum disease range from 75% to 95%. Even at 75%, it’s an epidemic!



I’ve listed my basic secrets (hints) in a compact format so that you can quickly get started on the road to a healthier mouth. We also have detailed information for those of you who want to seek the ultimate in oral health and overall health. You can find this online at: <http://www.periotherapy.com>

Your Satisfaction Is 100% Guaranteed!

I urge you to read through this information-packed booklet. If you don’t have the time, then simply skip to the last section, which gives you **Step-By-Step Instructions** on how to use our advanced **PerioTherapy System** in the comfort of your own home. As with all of my formulas, your satisfaction is **100% Guaranteed**...or I wouldn’t have put my name on the package!

ON THE NEXT PAGE

12 Oral Health Care Secrets and Hints!

You won’t find these anywhere else!

Oral Health Facts

Fact #1

Anaerobic Sulfur Producing Bacteria (under certain conditions, such as dry mouth, post nasal drip, etc.) = Production of *Volatile Sulfur Compounds* in the oral cavity, throat, tonsils (i.e. bad breath).

Fact #2

Periodontal disease (bleeding gums, loose teeth) can only begin when there are *Volatile Sulfur Compounds* present around the gum tissue.

Fact #3

If one has Periodontal disease (bleeding gums, loose or missing teeth), one is much more susceptible to:

- Heart Attacks
- Strokes
- And for pregnant women, a significantly greater likelihood to give birth prematurely to smaller (and less healthy) babies

So, by simply attacking the initial production of these *Volatile Sulfur Compounds* before symptoms get out of hand we can prevent serious problems, which recent studies have proven.

On Page 3 of this booklet, I’ve referenced some studies which show that certain natural ingredients and formulations can help you to prevent the onset of the first stage of this epidemic, by simply keeping your mouth healthier. These same formulations can be found in my patented PerioTherapy System.

Oral Health Secrets & Hints

12 Oral Health Secrets & Hints To Healthy Gums, Fresh Breath, and a Clean Mouth!

#1 Drink more water (36-48 ounces daily). In general, the more saliva you have in your mouth, the healthier your mouth will be.

#2 Oral problems are caused by bacteria (Besides being a dentist, I also have a degree in *Bacteriology* from UCLA). In order to reverse or prevent these problems, you need to attack the bacteria at the root cause of the problem. The bacteria that cause virtually all oral health problems are *anaerobes* (oxygen-haters). They can't survive in the presence of oxygen, which is why **oxygenating formulas work better than anything else**. It's just common sense. Regarding bacteria, I bet you didn't know that there is now a way to add good bacteria into your oral cavity, giving you an increased defense mechanism against oral problems. **Aktiv-K12 Probiotics** regimen, exclusive to us, provide your mouth with significant good bugs to prevent bad breath and other problems. Originally available as a concentrated powder, it's now available as a delicious chewing gum—making it even easier to self-improve your oral health with good bacteria. For details, visit www.aktivk12.com.

#3 The odorous sulfur compounds found in bad breath can initiate gum disease. Consequently, attacking the bugs and odors of bad breath is the first step of a healthy mouth. The secret here is that the **sulfur in bad breath can create gum disease—not the other way around!**

#4 Smoking makes your breath stink—and it's **terrible** for your gums. The instant dry mouth caused by smoking (and I don't mean just cigarettes) allows the *anaerobic bacteria* to go nuts. You can mask the smoky breath with any of our TheraBreath or PerioTherapy products, but the effect of smoking over time will create gum damage.

#5 You can't have a healthy mouth and bleeding gums at the same time. In fact, red blood cells in damaged gums provide fuel for bugs that cause the problem in the first place. **The first step is to stop bleeding gums**. That's why we use **aloe vera**, scientifically shown to heal damaged gums, in our gel/toothpaste formula.

#6 Diabetics are more prone to oral problems because they heal very slowly. However, recent studies show that by reversing some oral problems (bleeding gums for example), **diabetics can even reverse their diabetic condition**. This happens because the mouth now harbors less disease. And, we know that the bacteria and toxins found in oral disease can be found elsewhere in the body. (See studies on the next page and online at www.periotherapy.com.)

#7 Sugar feeds all types of bacteria, including those that cause tooth decay, plaque and tartar, bad breath, and gum disease. So, **avoid all gum and breath mints which contain sugar**, and in general avoid as much sugar as possible.

#8 It's no secret that *acids are generally a bad thing*, but in oral care, acids can especially wreak havoc. However, you probably didn't know that many traditional mouthwashes (with and without alcohol) are very acidic, almost as acidic as a can of soda...and everyone knows that drinking soda can damage tooth enamel. Acids can also damage gum tissue and are involved in gum recession and sensitive teeth. That may be why more sensitive toothpaste is sold now than ever before. However, **PerioTherapy and TheraBreath products are pH balanced to neutralize acids**. No other oral care system is as effective in lowering oral acidity.

#9 Fortunately, tooth decay is less rampant than when I grew up. The "*secret*" you may not know is that more teeth are lost to gum disease than to tooth decay. But, that's no excuse to ignore the importance of preventing cavities. **Always look for formulas that use a combination of Fluoride and Xylitol** (such as PerioTherapy Treatment Gel/Toothpaste). Fluoride is also helpful in fighting sensitivity due to gum recession.

#10 Brush your teeth—but, **never** use a medium or hard bristled brush. They can do more harm than good to your gums. In addition, when you brush, it is **never** necessary to brush hard. It is much more important to brush thoroughly. Gentle and thorough brushing is all you need.

#11 Floss, Floss, Floss. I can't stress it enough. If you believe you should brush after every meal, then why shouldn't you floss? After all, food particles, acting as fuel sources for bacteria both on the tooth surface and between your teeth (where your toothbrush can't reach) must be removed. The by-products of the interaction between food particles and bacteria immediately start their damage, so get to this disease factory ASAP. That's why we created the world's easiest (and most effective) floss—**TheraFloss**, the only floss coated with my clinical formulas—and and each 18-inch piece is packed in a handy hygienic packet.

#12 Prevent plaque from becoming hard to remove tartar (calculus). Did you know that a simple combination of minerals known as *Pyrophosphates* can prevent the adhesion of plaque to your tooth enamel. Since sticky, bacteria-laden plaque is a direct irritant, it would be great if it weren't there in the first place. Worse yet, if you don't remove it right away, a natural process takes place that immediately starts to harden it into very difficult to remove tartar. In most cases, by that time, you'll have to see your dentist or hygienist to have it professionally removed. So, wouldn't it make sense to use a toothpaste with *pyrophosphates* (such as PerioTherapy or TheraBreath)?



Oral health starts with healthy gums. The PerioTherapy System is clinically-proven to promote gum health.

Scientific Studies That Prove PerioTherapy Works

STUDY RESULTS: Bad breath is the first step to gum disease—A ground-breaking study in the *Journal of Periodontology* (November 2002) proved the link between bad breath (increased levels of Volatile Sulfur Compounds (VSC's)) and the beginning of gum disease. Among other facts, bad breath has been correlated with the concentration of VSC's produced in the oral cavity by metabolic activity of anaerobic bacteria colonizing the periodontal area and the dorsum of the tongue. **HINT:** One must use proven oxygenating compounds, such as OXYD-8 and Perio₂, to attack the anaerobic bacteria at the core of the problem. In addition, TheraFloss is the only dental floss treated with oxygenating compounds and natural minerals to be used at the gum line to reverse the production of VSC's.

STUDY RESULTS: There is a strong association between an unhealthy mouth (gum problems) and General Health Problems—An article in *The San Antonio Express-News* (October 17, 2001) stated the following: "A growing body of evidence suggests that oral infections, particularly periodontal disease, may play a role in chronic medical problems. Commonly known as gum disease, periodontal disease is increasingly being blamed for raising the risk of heart disease, stroke, diabetes and preterm and low birth-weight babies. One study of heart-attack patients found that 85 percent also had periodontal disease. In another, pregnant women with the severest form of periodontal disease had an eightfold risk of giving birth prematurely and a threefold risk if they had a milder infection. And a third study, published in the *Archives of Internal Medicine*, concluded that periodontal disease increases stroke risk 15 percent to 18 percent in whites and 38 percent in African-Americans." **HINT:** Avoid gum disease by attacking the problem at the first sign of bad breath, bleeding gums, gum recession, etc. You'll be glad you did.

STUDY RESULTS: A 2005 study performed in Japan showed that alcohol was closely linked to a decline in gum health—**HINT:** Avoid alcohol in adult beverages and oral products as much as possible. Alcohol makes the mouth very dry. A recent study showed that users of an alcohol-based mouthwash ended up with significantly LESS saliva compared to those who used our mouthwash formula.

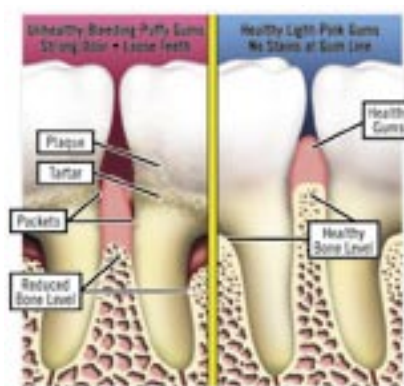
STUDY RESULTS: Stress relates to poor oral health—There is a direct relationship between stress and gum disease. We know from our studies at the *California Breath Clinics* that people under stress produce much less saliva. We also know that healthy saliva (which contains high levels of oxygen) can prevent an overabundance of anaerobic sulfur producing bacteria, which are at the core of bad breath/gum disease. **HINT:** Drink plenty of water every day. About 6-8 glasses daily helps to replenish saliva.

STUDY RESULTS: Heart disease and gum disease are VERY closely related—Data reveals that diseased gums pump high levels of harmful bacterial components into bloodstream even while simply chewing food. It was found that carotid plaques (in diseased heart tissue) may contain the DNA of bacterial pathogens found in gum disease. This data is consistent with the link between infections in one part of the body creating infections elsewhere. A 2002 Finnish study in the *Journal "Infectious Diseases"* stated that periodontitis (gum disease) was associated with elevated levels of C-reactive protein and fibrinogen and it may be a coronary heart disease risk factor. **HINT:** As a first step towards a healthy heart, take care of your gums. Aloe Vera is an excellent natural compound (when made from selected aloe vera plants, such as we have done since 1994). It actually helps damaged oral tissue to heal much quicker by allowing the collagen tissue in gums to reweave itself rapidly, thereby preventing bleeding gum tissue. In addition, patients with gum disease were also found to be lacking significant levels of necessary CoQ10. The good news is that CoQ10 is another key ingredient in PerioTherapy Treatment Gel/Toothpaste.

STUDY RESULTS: Arthritis, periodontal problems, and heart disease are all linked—A 2001 study in the *Journal of Periodontology* provides further evidence of a significant association between periodontitis and rheumatoid arthritis. Furthermore, women with rheumatoid arthritis are twice as likely to have heart attacks, say researchers. And having arthritis for 10 years or more triples the risk. **HINT:** Periodontal disease and rheumatoid arthritis are chronic (long term) health problems. Over long periods of time, these problems can slowly affect other parts of the body. Consequently, daily oral care several times a day—at home, at work, on vacation, etc. must be performed. That's why we've created several On-The-Go formulas (found at www.freshbreath.com) to combat the production of Volatile Sulfur Compounds. We are also the first to create a handy way of flossing—TheraFloss, the first floss bathed in our formulas and packed in a hygienic strip.

STUDY RESULTS: Premature births, low birth weight babies, and birth defects—An August 2003 study in the *Journal of Periodontology* reported that periodontal infections cause a faster-than-normal increase in the levels of prostaglandin and tumor necrosis factor molecules which can induce labor, thus causing premature delivery before the fetus can grow to a normal birth weight. Another study's results showed the risk of a premature delivery was two-fold or higher if there was fetal exposure to periodontal disease. The researchers said there's even evidence suggesting the germs in a woman's mouth directly affect the fetus. Scientists found antibodies to specific germs in the placental blood at the time of childbirth. **HINT:** Pregnant women are known to have gum problems. However, there is now something they can do about it. Our simple once a day treatment, using the PerioTherapy trays and PerioTherapy Gel provides direct relief to puffy gums. Puffy, swollen gums are actually open wound sites, which allow toxins to enter the blood stream and cross the placenta, thereby affecting the fetus directly.

STUDY RESULTS: Hormonal changes in women linked to gum disease—A recent medical report on *Seattle Television* announced that women are more likely to have gum disease than men. It's because of the link between hormonal changes and how they affect the condition of the mouth. **HINT:** Dry mouth is one of the most common side effects of hormonal changes and PerioTherapy formulas have been shown to increase the amount of saliva as long as one hour after use, while more traditional oral products show a reduction in saliva (dry mouth) during the same period. As we all get older, we produce less saliva. In addition to this natural phenomenon, many of us are taking a wide variety of medications that may make the mouth more dry (see www.drkatz.com for a list of those medications). Once the mouth is more dry, anaerobic sulfur-producing bacteria overtake the environment and produce copious amounts of Volatile Sulfur Compounds. That's where the PerioTherapy system provides a solution—by attacking the bacteria and helping to reverse the damage.



Concentrated Perio₂™ provides healthy oxygen to damaged gum tissue AND also attacks nasty anaerobic bacteria. PerioTherapy also includes ZincRx™, CoQ10, Pyrophosphates, Aloe Vera, and Tea Tree Oil.

Step-By-Step Instructions

There are two ways that you can use my new Periotherapy Treatment and Formula. As with anything, the more thoroughly you use it, the better results you will get. However, I realize that most people are unwilling to take the 5-10 minutes/day required to ensure your oral health (I'm not being sarcastic, it's just human nature!), so I've formulated my Periotherapy system so that you can receive the majority of the benefit by simple daily use (similar to how you would brush and floss normally).

BASIC DIRECTIONS OF USE

For those who would like to maintain healthy teeth and gums.

Step 1: Floss Your Teeth and Gums

At least once per day, use TheraBreath Floss (it's already pre-coated with TheraBreath Formula!) and thoroughly floss between all upper and lower teeth. Make sure to frequently rotate the area of floss that touches your teeth.



Step 2: Brush Your Teeth

Brush your teeth thoroughly, at least twice/day, using the PerioTherapy Gel/Toothpaste. An ideal brushing is one that takes at least 30 seconds for each quadrant of your mouth (2 minutes total). It's not necessary to brush hard, but make sure to brush thoroughly. **Do Not Rinse With Water!**

Step 3: Rinse Thoroughly

Pour Periotherapy Rinse into measuring cup to ½ way point. Rinse for 60-seconds and spit out. For maximum breath control you should also gargle with the rinse for an additional 15-30 seconds.

DIRECTIONS ON HOW TO MAKE YOUR TRAYS (ADVANCED USERS)

Our thermoplastic trays will easily mold to the contours of your teeth, allowing the Periotherapy Gel/Toothpaste to saturate your entire gumline, thereby providing maximum healing benefit to your gum tissue. (Please note that we provide you with 3 thermoplastic bleaching trays. One for your upper arch, one for your lower arch, and one... well, just in case you mess up! You can get additional trays by contacting my office at **1-800-97-FRESH**.)

Step 1: Heat water to just below the boiling point in one of 2 ways:

1) Place a bowl of water in a microwave and run on high for approximately 1-1½ minutes, depending on microwave wattage, container size and amount of water used (water temperature should be approximately 160 degrees). —or— **2)** Boil water in a kettle until it just starts to boil and then pour the water into a large wide mouthed cup or bowl and let sit for 1 minute.

Step 2: Hold the tray by the tab and lower into the water until the arches are **completely** submerged. Slowly move the tray back and forth in the water (while still holding the tab) until you notice a slight loss of shape to the tray, the color of the tray changes from hazy to clear, and the tray becomes pliable.

Step 3: Lift the tray straight out of the water and test for flexibility. The plastic material of the tray should be soft and pliable.

Step 4: Place the tray over upper teeth first, (use the tab as a centering guide), using your finger to make sure that the sides of the tray don't fold over on themselves. Widen the tray, if necessary, to accommodate a wider arch.

ADVANCED DIRECTIONS OF USE

For those with the onset of Periodontal Disease, or those who would like to ensure they are receiving the best possible oral care.

Follow **Steps 1-3** to the left (from the **Basic Directions of Use**) at least twice per day. In addition, also take the following steps:

Step 4: Once daily, use one of the trays (either upper or lower—see instructions below on “**How To Make Your Trays**”) and place a small amount of Periotherapy Gel/Toothpaste into the tray. **Do not overfill the trays!**

A Periotherapy Syringe is available for free from our office which can assist you in putting the gel into the tray. Just call **1-800-97-FRESH** and we'll be happy to send one out to you. Gently seat the filled tray onto one arch (upper or lower, whichever you choose) and let it sit for 5-10 minutes. In general, you should do this to each arch 3 times per week. If you prefer, you can do both arches at the same time, but it can get messy, so it's easier to just do one arch at a time. When you are finished, **DO NOT RINSE WITH WATER.**



Step 5: Rinse Thoroughly Again

Pour Periotherapy Rinse into measuring cup to ½ way point. Rinse thoroughly for 60-seconds and spit out. For maximum breath control you should also gargle with the rinse for an additional 15-30 seconds. **Do Not Rinse With Water!**

Step 5: Bite down with moderate pressure to set tray in place and then press firmly over entire length of arch with first finger and thumb of both hands, pushing the outside flanges over the teeth—you will feel the soft plastic forming an exact impression of your upper teeth. Keep the tray in place as it cools on your teeth (about 10-15 seconds).

Step 6: Close lips and bite lightly a few times before you remove the tray and take a good look at the tray. If you do not see enough impression of your teeth, simply reheat the tray in the hot water (which may need to be slightly re-heated) and repeat the steps.

Step 7: When you feel that the tray fits well, allow it to completely cool outside the mouth.

To mold your lower arch, simply repeat Steps 1-7 with another tray.



Gently use your fingers and tongue to mold the tray to the outline of your teeth.