

# Kiss with confidence this Valentine's Day

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## ***Turn your bad breath day into a good one with Nova Breath***

It's really embarrassing when someone points out that you have bad breath – offering you a mint or some gum – and there's little you can do but swallow the mint along with your pride. The truth of the matter though – halitosis (chronic bad breath) is a medical condition that doesn't discriminate. Anyone, including men, women, and children of every race and culture can develop bad breath<sup>1</sup>. Left untreated, this oral condition can cause great distress, anxiety<sup>2</sup> and even isolation. More than that it can be an indicator of a more serious underlying health concern<sup>3</sup>.



When you think that over 600 species<sup>4</sup> of micro-organisms can live in your mouth – it's not surprising that anyone can develop bad breath when it's out of control.

### **Cause of the complaint**

As much as 85% to 90% of bad breath is caused by oral factors<sup>5</sup> (in the mouth) with a possible 10% to 15% from systemic conditions and diseases in the body which are unrelated to the mouth.

Oral causes include tooth decay, bacteria in the mouth, and certain medications<sup>6</sup> (anti-depressants, narcotics, antihistamines). Foods like onion, garlic, coffee and alcohol, as well as cigarettes<sup>7</sup> also contribute towards bad breath. For women, ovulation, menstruation, pregnancy and menopause<sup>8</sup> are non-oral causes, while some serious illnesses like kidney failure, diabetes, cancer, bronchial and lung infections<sup>9</sup> are indicators for bad breath.

### **Treatment from the breath doctor**

Drinking plenty of water is known to help combat bad breath, but it's not always enough. The good news is with the launch of Nova Breath – a new medically tested solution to help prevent and treat bad breath – you don't need to leave those around you breathless for all the wrong reasons. With four options in the OTC range, there's a product for every preference, including a mouthwash, mouth spray, lozenges and toothpaste. The ingredients – each with a different function – work together to reduce unpleasant oral odours. The unique clinically tested formulation is enriched with components (mucoadhesives) to keep the ingredients in your mouth so as to produce the required change. More than that – it outlasts mints – and the sustained release of the active ingredients ensures a fresh breath for up to eight hours<sup>10</sup>.

With Valentine's Day upon us and plenty of occasions for celebratory kisses - make sure you can kiss with confidence. There's nothing worse than potential partners recoiling as you pucker up.

For more information find us on Facebook: [BGM pharmaceuticals](#)

**Product fast facts:**

## Nova Breath Lozenges – sugar-free



- Isomalt-based lozenges
- Once in the mouth, the active ingredients are slowly released into the oral orifice where they act to reduce bad breath
- Suck one lozenge every two to three hours, up to eight times per day.
- Suitable for adults, from age six and over.
- 32 Lozenges in a box

Suggested RSP - from: R88.80 excl. VAT

## Nova Breath Toothpaste



Has a dual application:

- Continuous prevention of bad breath.
- Protection against tooth decay.
- Brush your teeth twice a day with the toothpaste - preferably after every meal.
- Suitable for adults, from age six and over.
- 75ml tubes

Suggested RSP - from: R68.20 excl. VAT

## Nova Breath Mouthwash



- The action of the mouthwash begins immediately.
- Suitable for adults, from age six and over.

- 350ml bottles

Suggested RSP - from: R114.28 excl. VAT

### Nova Breath Mouth Spray



- A handy pocket-sized spray.
- The action of the mouth spray begins immediately.
- Press lightly to spray the solution into the oral cavity. Spray once or twice.
- Do not use more than six times per day.
- Suitable for adults, from age six and over.
- 8.5ml spray

Suggested RSP - from: R51.00 excl. VAT



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