



Oxyfresh Dental Care Program

OFFICE TRAINING MANUAL

OXYFRESH DENTAL CARE PROGRAM OFFICE TRAINING MANUAL

Contents

Welcome To Oxyfresh Dental	1
Safe & Effective Ingredients	2
Unique & Cutting Edge	3
Product Profile	4
Integrating Oxyfresh	14
Endorsement Letter	15

OXYFRESH CORPORATE OFFICES

1875 N. Lakewood Drive
Coeur d'Alene, ID 83814
Ph: 1.209.292.1200
Fx: 1.800.990.5285

ORDERING

Direct:
Ph: 1.800.333.7374
Fx: 1.800.990.5285

Place orders 24 hours a day, 7 days a week online or via fax.
Online Orders: Oxyfresh.com | FAX Orders: 800.990.5285

WELCOME TO OXYFRESH DENTAL

Welcome to the world of extraordinary dental care products. Congratulations on making the decision to take your practice to the next level. Oxyfresh is committed to making your life and practice much more fun and rewarding — just as it has for thousands of dental professionals before you.

It is no secret that your patients want simple benefits when it comes to home care — fresh breath, products that will protect and maintain the investment in their mouths, safe products the entire family can use, products that taste great, and professional guidance. That is exactly what Oxyfresh offers.

- Unique - Our patented formulas aren't found anywhere else.
- Dye Free - No staining of enamel or cosmetic work.
- Safe - Non-toxic formulas that are effective at helping achieve optimum oral health.
- Gentle - Low abrasion to help protect smiles, gums and cosmetic work.
- Artificial Flavor Free - We use only natural and soothing essential oils.
- Alcohol Free - Products with alcohol can dehydrate tissues, leading to dry mouth, receding gums and overall worse breath.

With Oxyfresh, everyone wins!

Your patients win – with extraordinary, safe and effective home care that provides long-term support for all your cosmetic and hygiene services.

Your practice and team win – your practice environment is viewed as more caring, professional and progressive when you offer the convenience and the proper instruction of these products. Additionally, by generating substantial passive income into the practice, you can fund team-oriented rewards.

This training manual is a tool for you and your team and will serve as a guide to instruct you through the process of fully integrating Oxyfresh so you can reap all the benefits this program has to offer.

Please feel free to contact Oxyfresh as questions arise. We are here to fully support you and your team.

Sincerely,

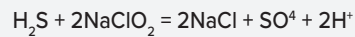
Your Oxyfresh Partner.

SAFE & EFFECTIVE INGREDIENTS

Oxygene®

The ultimate eliminator of bad breath is a brilliant, non-toxic ingredient found in Oxyfresh's revolutionary dental products – and nowhere else! Oxygene® is Oxyfresh's registered name for the active, exclusive ingredient that safely and effectively neutralizes bad breath molecules at the source. Oxyfresh maintains complete control over the manufacturing process of its Oxygene® (stabilized chlorine dioxide) to ensure the buffered solution maintains a neutral pH and meets the highest quality standards every time.

The mechanism of action of Oxygene® is through an oxidation-reduction reaction. It acts by oxidizing volatile sulfur compounds, the molecules responsible for bad breath. The chemical reaction is:



Oxygene® rapidly and completely oxidizes the sulfur-containing molecule. The end products are sodium chloride, a water-soluble sulfate anion (innocuous) and two hydrogen atoms. The 2H^+ reacts with the sodium citrate buffer to form citric acid. The end products are all completely safe. There is no formation of free chlorine, free chlorine dioxide, chlorinated organics or free hydroxyl radicals.

Stabilized chlorine dioxide is an ingredient that has been used in water purification for over 50 years to eliminate microorganisms. It has been EPA tested and recommended over chlorine for water purification. Chlorine reacts with the organic debris present in water, forming chlorinated organics or trihalomethanes, which are known to be carcinogenic. The use of stabilized chlorine dioxide in water purification safely eliminates microorganisms and odors.

Oxygene® in Oxyfresh dental products is in an inactive state to provide product stability. Oxygene® is activated as the pH in the environment is lowered. When Oxygene® is introduced into the oral cavity, the acidity of the saliva activates the solution. The lower the pH of the saliva, the more activated the solution becomes. The greater the presence of bacteria, the more acidic the environment. Additionally, the longer the solution is in contact with the oral tissues, the greater the activation and effectiveness. When activated, Oxygene® oxidizes the sulfur bonds, rendering them inactive.

Volatile Sulfur Compounds (VSCs)

Volatile sulfur compounds are recognized as the source and cause of halitosis. VSCs are produced primarily by the action of gram negative, anaerobic oral bacteria on sulfur-containing amino acids derived from peptides and protein in gingival crevicular fluid, blood, desquamated epithelial cells, saliva and food. Methyl mercaptans and hydrogen sulfides are the primary VSCs produced from these bacterial by-products. Research has also recognized VSCs as the first step in the destruction of the periodontium by microorganisms. These VSCs are shown to increase the permeability of the epithelial lining, increasing the uptake of bacterial toxins and bacteria themselves into the epithelial barrier. This action initiates the breakdown of collagen in tissues. The destructive effects of the volatile sulfur compounds have been shown to occur between six to ten hours. Research has revealed oxidizing agents as the most powerful way to reduce and eliminate the harmful effects these VSCs have in the mouth.

Oxidizing Versus Oxygenating

Hydrogen peroxide is an oxygenating agent that releases nascent oxygen, which has been shown to be of great value in the acidification of pathogenic and anaerobic organisms, viruses, bacteria and fungi. The undesirable aspect of hydrogen peroxide is that it enters into biochemical reactions that generate an even more toxic substance, hydroxyl radical, the most deleterious of toxic oxygen metabolites (Haber-Weiss Reactions). Stabilized chlorine dioxide, unlike hydrogen peroxide, is an oxidizing agent and is completely safe and non-toxic at over 10 times the normal efficacious levels. The major degradation compound is non-toxic as well. Most importantly, it does not initiate free radical generation.

UNIQUE & CUTTING EDGE

Alcohol Free

Most commercial mouthwashes contain an alarmingly high percentage of alcohol (up to 27 percent in some cases). There are many reasons why patients should not be using alcohol-based dental products. Alcohol does not directly neutralize volatile sulfur compounds. It only masks bad breath, providing a false, temporary fix. Additionally, alcohol dries out the mouth, which encourages more odor-causing bacteria to accumulate, making a bad breath problem even worse. Alcohol-based mouthwashes have reportedly been responsible for the following:

- Irritation
- Epithelial sloughing
- Ulceration
- Inflammation
- Painful oral sensations
- Burning
- Dryness/dehydration
- Fatal poisoning in small children from ingestion
- Controversy surrounding increased risk of oral and pharyngeal cancer in tobacco users
- Potential degradation of composite resins and bonding agents

There are categories of patients that cannot or should not use alcohol:

- Children
- Pregnant women
- Diabetics
- Dry mouth sufferers
- Patients who want fresh breath
- Patients with cosmetic services
- Patients undergoing radiation and chemotherapy
- Orthodontic patients with bonded brackets and bands
- Smokers and tobacco users
- Recovering substance abusers

Zinc Acetate

A unique and patented formula of Oxygene® and zinc acetate has been included in several Oxyfresh dental hygiene products, providing an even more powerful deodorizing effect. Zinc is proven pharmacologically safe and effective in oral health products. The combination of Oxygene® and zinc helps to remove more of the different kinds of molecules that cause bad breath, making it extremely effective in fighting even the worst halitosis.

Author Morton Pader noted in *Oral Hygiene Products and Practice*, “There is ... a substantial body of evidence indicating that appropriate zinc compounds, properly formulated into oral hygiene products, can be valuable adjuncts in the maintenance of a sound periodontal condition.”

Xylitol

Xylitol is a natural sweetener found in many fruits and vegetables. It is known to have little effect on blood sugar levels and is considered a safe sweetener for diabetics and those with hypoglycemia. It has been a popular sugar substitute in Europe since the 1970s and is approved in more than 35 countries, including the United States, for use in food products, pharmaceuticals and oral health products. Xylitol has been clinically shown to inhibit the formation of plaque, as well as the bacteria implicated in tooth decay. In fact, studies show that xylitol helps to reduce cavities by up to 80 percent, as well as facilitate the remineralization process. The latest research, first published by *Oral Health and Prevention Dentistry*, confirms the relevance of the use of xylitol for the prevention of oral diseases caused by dental plaque. This study clearly demonstrates that xylitol is not only efficient in inhibiting the acid production of cariogenic bacteria but also in preventing the formation of a multispecies biofilm.

Essential oils

Essential oils are an added benefit of Oxyfresh's exclusive dental line of products. They provide safe and natural flavoring as opposed to the harsh chemicals, artificial flavors and heavy acidic sweeteners found in most commercial brands. These natural oils leave the mouth feeling completely fresh and clean — without an aftertaste! Additionally, they provide the benefit of soothing inflammation and irritation and provide added comfort in the healing process.



Ingredients: Sorbitol, Water, Hydrated Silica, Glycerin, Sodium Methyl Cocoyl Taurate, Natural Flavor (Citrus Medica Limonum (Lemon) Fruit Oil, Citrus Aurantium Dulcis (Orange) Oil, Citrus Grandis (Grapefruit) Peel Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Aurantifolia (Lime) Oil, Mentha Viridis (Spearmint) Oil), Xylitol, Stabilized Chlorine Dioxide (Oxygene®), Zinc Acetate, Sucralose, Chondrus Crispus (Carrageenan).

5 oz/142 gUPC 638822000016

SUPERHERO OF TOOTHPASTES

Our maximum strength Fresh Breath Lemon Mint Toothpaste is perfect for anyone who has chronic bad breath (halitosis) or periodontal disease, and those looking for a proven solution to fight bad breath each day. Unrivaled in performance, our exclusive formula of Oxygene® and zinc guarantees a healthier smile and the freshest breath protection possible.

It's infused with a refreshing burst of essential oils – lemon, orange, grapefruit, bergamot, lime and spearmint – for a fresh, just-brushed feeling that lasts all day.

Plus, it's naturally sweetened with xylitol, which has been shown to fight the formation of plaque and bacteria.

- 🦷 **Maximum, All-Day Fresh Breath** – Finally say goodbye to bad breath with our fast-acting formula of Oxygene® and zinc. We don't just mask bad breath, we safely neutralize it at the source.
- 🦷 **Clinically Proven** – Our maximum strength Fresh Breath system is proven to strengthen gums, freshen breath, reduce bacteria by 85%, improve gingival index by 16.6% and improve plaque index by 9.41%.
- 🦷 **SLS Free** – A must for those who are prone to allergies, canker sores or cold sores.
- 🦷 **Dye Free** – Non-staining to keep pearly whites shining bright.
- 🦷 **Low Abrasion** – The best smiles are healthy ones! That's why we're serious about protecting delicate enamel, gently ... without the gritty, harsh texture.

IDEAL FOR:

- 🦷 **Electric Toothbrush Users**
- 🦷 **Cosmetic Support**
- 🦷 **Halitosis Support**
- 🦷 **Protecting Areas of Erosion**
- 🦷 **Protecting Areas of Root Surface Exposure**
- 🦷 **Those Who Prefer Sodium Lauryl Sulfate Free Formula**
- 🦷 **Maximum Breath Protection**

CLINICAL APPLICATIONS:

- 🦷 **Use As a Propphy Paste** – Especially around cosmetic restorations. No gritty texture and maintains the luster of porcelain and resins.
- 🦷 **Use On a Rubber Cup** – To safely polish acrylic-based appliances, removable prosthetics or temporary crowns.



*when used after each meal



MADE IN THE USA

SAFE. PROVEN. EFFECTIVE.



Ingredients: Sorbitol, Sodium Fluoride, Hydrated Silica, Glycerin, Water (Aqua), Sodium Lauryl Sulfate, Chondrus Crispus (Carrageenan), Stabilized Chlorine Dioxide (Oxygene®), Sucralose, Zinc Acetate, Titanium Dioxide, Natural Mint Flavor.

1oz/28 gUPC 638822000306
 5oz/142 gUPC 638822000283

CAVITY FREE IS THE WAY TO BE

Our innovative fluoride formula toothpaste is infused with natural peppermint oil and effectively helps fight cavities and plaque buildup. It's soothing, cooling and powerful.

While other brands often use stannous fluoride, which can cause yellow teeth stains, we only use safe and effective ingredients. Our concentration of non-staining neutral sodium fluoride provides ultimate protection without damaging those dazzling smiles.

Exceptional breath control with cavity-fighting protection ... Nothing beats this formula.

- 🦷 **Ultimate Cavity Protection** – Incredible fluoride formula to help protect smiles from cavities.
- 🦷 **Helps Tooth Sensitivity** – Helps to desensitize sensitive teeth and gums.
- 🦷 **Instant, All-Day Fresh Breath** – Finally say goodbye to bad breath with our fast-acting formula of Oxygene® and zinc. We don't just mask bad breath, we safely neutralize it at the source.
- 🦷 **pH Balanced** – The key component to healthy teeth and gums.
- 🦷 **Alcohol Free** – We didn't jump on this bandwagon; we pioneered it. Our formula protects smiles without burning or dehydrating delicate tissues.
- 🦷 **Low Abrasion** – The best smiles are healthy ones! That's why we're serious about protecting delicate enamel, gently ... without the gritty, harsh texture.
- 🦷 **Essential Oil** – Infused with a natural essential oil, leaving smiles feeling completely fresh and clean without an aftertaste.

IDEAL FOR:

- 🦷 **Cosmetic Support**
- 🦷 **Cavity-Prone Individuals**
- 🦷 **Protecting Areas of Erosion**
- 🦷 **Protecting Areas of Root Surface Exposure**
- 🦷 **Maximum Breath Protection**

CLINICAL APPLICATIONS:

- 🦷 **Use As a Prophy Paste** – Especially around cosmetic restorations. No gritty texture and maintains the luster of porcelain and resins.
- 🦷 **Use On a Rubber Cup** – To safely polish acrylic-based appliances, removable prosthetics or temporary crowns.



*when used after each meal



Ingredients: Calcium Carbonate, Water (Aqua), Glycerin, Sorbitol, Sodium Lauryl Sulfate, Chondrus Crispus (Carrageenan), Stabilized Chlorine Dioxide (Oxygene®), Natural Flavor, Mentha Arvensis (Mint) Leaf Oil, Menthol, Sucralose.

1oz/28gUPC 638822000290
 5.5oz/156gUPC 638822000276

GENTLE, YET POWERFUL

Our oh-so-gentle, minty-fresh cosmetic toothpaste is a favorite among dental professionals. In a world where smiles are key to a first impression, protecting cosmetic dental work with a gentle, at-home system is crucial.

We don't use alcohol, dyes or highly abrasive ingredients that can stain or harm dental cosmetic work. Our innovative Pro Formula has one of the lowest abrasion ratings on the market. Combined with our exclusive Oxygene® and essential mint oil, nothing works better to protect bright pearly whites. It's perfect for those who use whitening products or have veneers or sensitive teeth and gums.

- Ultimate Protection** – Formulated to protect and support delicate cosmetic dental work and pearly whites.
- Instant, All-Day Fresh Breath** – Gently say goodbye to bad breath with our exclusive ingredient Oxygene®. We don't just mask bad breath; we safely neutralize it at the source.
- pH Balanced** – The key component to healthy teeth and gums.
- Alcohol Free** – We didn't jump on this bandwagon; we pioneered it. Our formula protects smiles without burning or dehydrating delicate tissues.
- Low Abrasion** – The best smiles are healthy ones! That's why we're serious about protecting delicate enamel, gently ... without the gritty, harsh texture.
- Dye Free** – Non-staining to keep pearly whites shining bright.
- Essential Oil** – Infused with natural essential oil, leaving smiles feeling completely fresh and clean without an aftertaste.

IDEAL FOR:

- Cosmetic Support**
- Protecting Areas of Erosion**
- Protecting Areas of Root Surface Exposure**
- Those Who Prefer Fluoride Free Formula**
- Maximum Breath Protection**

CLINICAL APPLICATIONS:

- Use As a Prophy Paste** – Especially around cosmetic restorations. No gritty texture and maintains the luster of porcelain and resins.
- Use On a Rubber Cup** – To safely polish acrylic-based appliances, removable prosthetics or temporary crowns.



*when used after each meal



Ingredients: Water (Aqua), Xylitol, PEG-40 Hydrogenated Castor Oil, Stabilized Chlorine Dioxide (Oxygene®), Zinc Acetate, Natural Flavor, Essential Oils (Lemon, Orange, Grapefruit, Bergamot, Lime, Spearmint), Aloe Barbadensis Leaf Juice, Sucralose, Sodium Citrate, Citric Acid, Sodium Hydroxide, Potassium Sorbate.

3 fl oz/89 mlUPC 638822000214
 16 fl oz/473 mlUPC 638822000009
 1gal/3.8LUPC 638822000269

DOUBLE DOWN ON FRESH BREATH

Our maximum strength Fresh Breath Lemon Mint Mouthwash takes bad breath-fighting technology to the next level (without the burn!) and is the perfect complement to our Fresh Breath Toothpaste. It's safe for everyone and a must-have for those with chronic bad breath (halitosis) or periodontal disease.

Our unique and patented formula includes 2x the incredible combination of zinc and Oxygene® to completely neutralize the bacteria that cause bad breath. We safely ELIMINATE bad breath.

Infused with a refreshing burst of essential oils, our Lemon Mint Mouthwash helps stimulate healthy salivary flow ... a major advantage for anyone suffering from dry mouth.

- Maximum, All-Day Fresh Breath** – Finally say goodbye to bad breath with our fast-acting, patented formula of Oxygene® and zinc. We don't just mask bad breath; we safely neutralize it at the source in just 60 seconds.*
- Clinically Proven** – Our maximum strength Fresh Breath system is proven to strengthen gums, freshen breath, reduce bacteria by 85%, improve gingival index by 16.6% and improve plaque index by 9.41%.
- Alcohol Free** – We didn't jump on this bandwagon; we pioneered it. Our formula protects smiles without burning or dehydrating delicate tissues.
- Dye Free** – Non-staining to keep pearly whites shining bright.
- Naturally Sweetened with Xylitol** – Xylitol has been shown to inhibit the formulation of plaque, bacteria and cavities.

IDEAL FOR:

- Chronic Halitosis**
- Cosmetic Support**
- Dry Mouth Sufferers**
- Long-Term Supportive Periodontal Maintenance**
- Soaking Appliances, Splints, and Removable Prosthetics**

CLINICAL APPLICATIONS:

- Rinse** – Pre and post treatment.
- Ultrasonic Scaling Device** – Add to chairside water tanks.
- Subgingival Irrigation** – Following scaling, root planing and laser treatments.
- Pericoronitis** – Irrigate affected areas.
- Cleaning and Deodorizing** – Aids in the process of sterilizing removable prosthetics in ultrasonic units.



*when used after each meal



Ingredients: Water (Aqua), Sodium Fluoride, Xylitol, Stabilized Chlorine Dioxide (Oxygene®), Sodium Benzoate, Potassium Phosphate, Mentha Piperita (Peppermint) Oil, Sodium Hydroxide, Potassium Sorbate.

16 fl oz/473 mlUPC 638822000184
 1gal/3.8LUPC 63882200238

COMBAT CAVITIES AND BAD BREATH

Our exceptionally powerful fluoride mouthwash helps fight plaque and is ideal for anyone who is cavity prone, has exposed root surfaces, or suffers from periodontal disease. It's the perfect formula for a truly radiant smile and fresh breath.

While other brands often use stannous fluoride, which can cause yellow teeth stains, we only use a safe and effective concentration of non-staining neutral sodium fluoride to provide cavity-fighting protection without damaging those dazzling smiles.

We've also added our unique ingredient Oxygene®, which guarantees the cleanest and freshest breath possible. Coupled with xylitol, our formula has been shown to fight the formation of plaque and bacteria that cause tooth decay.

- ♥ **Ultimate Cavity Protection** – Incredible fluoride formula to help protect smiles from cavities.
- ♥ **Helps Tooth Sensitivity** – Helps to desensitize sensitive teeth and gums.
- ♥ **Instant, All-Day Fresh Breath** – Finally say goodbye to bad breath with our exclusive ingredient Oxygene®. We don't just mask bad breath; we safely neutralize it at the source in just 60 seconds.*
- ♥ **Alcohol Free** – We didn't jump on this bandwagon; we pioneered it. Our formula protects smiles without burning or dehydrating delicate tissues.
- ♥ **Dye Free** – Non-staining to keep pearly whites shining bright.
- ♥ **Essential Oil** – Infused with a natural essential oil, leaving smiles feeling completely fresh and clean without an aftertaste.

IDEAL FOR:

- ♥ **Cosmetic Support**
- ♥ **Exposed Root Surfaces**
- ♥ **Sensitive Teeth**
- ♥ **Caries-Prone Individuals**
- ♥ **Soaking Appliances, Splints, and Removable Prosthetics**

CLINICAL APPLICATIONS:

- ♥ **Ultrasonic Scaling Device** – Add to chairside water tanks.
- ♥ **Subgingival Irrigation** – Following scaling, root planing and laser treatment.
- ♥ **Pericoronitis** – Irrigate affected areas.
- ♥ **Cleaning and Deodorizing** – Aids in the process of sterilizing removable prosthetics in ultrasonic units.



WITH OXYGENE®



WITH ESSENTIAL OIL



WITH XYLITOL



WITH FLUORIDE



pH BALANCED



GLUTEN FREE



DYE FREE



ALCOHOL FREE



NON TOXIC

*when used after each meal



Ingredients: Water (Aqua), Xylitol, Stabilized Chlorine Dioxide (Oxygene®), Zinc Acetate, Sodium Citrate, Mentha Piperita (Peppermint) Oil, Sodium Hydroxide, Potassium Sorbate.

3 fl oz/89 mlUPC 638822000221
 16 fl oz/473 mlUPC 638822000207
 1gal/3.8LUPC 638822000245

GENTLE, YET TOUGH ON BAD BREATH

Our fantastic patented Pro Formula Mouthwash has been a dentist favorite for over three decades. It's perfect for anyone who has veneers or sensitive teeth and gums or uses whitening products and wants fresh breath and a healthy smile.

It's powered by our unique, patented combination of Oxygene® and zinc to gently eliminate bad breath like that's its job ... because it is! Yet it's incredibly gentle with a natural, light peppermint oil that soothes and conditions those delicate smiles and gum tissues.

Plus, it's naturally sweetened with xylitol, which has been shown to fight the formation of plaque and bacteria that cause tooth decay.

- Ultimate Protection** – Formulated to protect and support delicate cosmetic dental work and pearly whites.
- Instant, All-Day Fresh Breath** – Gently say goodbye to bad breath with our fast-acting, patented formula of Oxygene® and zinc. We don't just mask bad breath; we safely neutralize it at the source in just 60 seconds.*
- pH Balanced** – The key component to healthy teeth and gums.
- Alcohol Free** – We didn't jump on this bandwagon; we pioneered it. Our formula protects smiles without burning or dehydrating delicate tissues.
- Dye Free** – Non-staining to keep pearly whites shining bright.
- Non-Toxic** – No harsh chemicals, additives, artificial sweeteners, alcohol or masking agents. We protect smiles with ingredients that safely and effectively improve dental health.

IDEAL FOR:

- Cosmetic Support**
- Long-Term Supportive Periodontal Maintenance**
- Soaking Appliances, Splints, and Removable Prosthetics**

CLINICAL APPLICATIONS:

- Rinse** – Pre and post treatment.
- Ultrasonic Scaling Device** – Add to chairside water tanks.
- Subgingival Irrigation** – Following scaling, root planing and laser treatments.
- Pericoronitis** –Irrigate affected areas.
- Cleaning and Deodorizing** – Aids in the process of sterilizing removable prosthetics in ultrasonic units.



WITH OXYGENE®



WITH ZINC



WITH ESSENTIAL OIL



pH BALANCED



WITH XYLITOL



GLUTEN FREE



FLUORIDE FREE



DYE FREE



ALCOHOL FREE



ARTIFICIAL FLAVOR FREE



NON TOXIC

*when used after each meal



Ingredients: Water (Aqua), Xylitol, Stabilized Chlorine Dioxide (Oxygene®), Sodium Benzoate, Potassium Phosphate, Mentha Piperita (Peppermint) Oil, Sodium Hydroxide, Potassium Sorbate.

16 fl oz/473 mlUPC 638822000191

AMAZINGLY LIGHT, FRESH BREATH

Our gentle **Fresh Breath Fresh Mint Mouthwash** is the perfect bad breath solution for those looking for a light and powerful mouthwash, formulated with our proprietary ingredient Oxygene® that is clinically proven to eliminate bad breath ... in just 60 seconds.*

Infused with a refreshing burst of peppermint oil. A safe and natural flavoring that leaves your mouth feeling completely fresh and clean –without aftertaste and with a benefit of soothing inflammation and irritation. For a fresh just-brushed feeling that lasts all day.

- 🦷 **Instant, All-Day Fresh Breath** – Finally say goodbye to bad breath with our exclusive ingredient Oxygene®. We don’t just mask bad breath; we safely neutralize it at the source in just 60 seconds.*
- 🦷 **Clinically Proven** – Fights the toughest bad breath when paired with one of our toothpastes or dental gels.
- 🦷 **Essential Oil** – Infused with a natural essential oil, leaving smiles feeling completely fresh and clean without an aftertaste.
- 🦷 **pH Balanced** – The key component to healthy teeth and gums.
- 🦷 **Alcohol Free** – We didn’t jump on this bandwagon; we pioneered it. Our formula protects smiles without burning or dehydrating delicate tissues.
- 🦷 **Dye Free** – Non-staining formula to keep pearly whites shining bright.
- 🦷 **Non-Toxic** – We safely protect smiles without harsh chemicals, additives, artificial sweeteners, alcohol or masking agents.

IDEAL FOR:

- 🦷 **Cosmetic Support**
- 🦷 **Long-Term Supportive Periodontal Maintenance**
- 🦷 **Soaking Appliances, Splints, and Removable Prosthetics**

CLINICAL APPLICATIONS:

- 🦷 **Rinse** – Pre and post treatment.
- 🦷 **Ultrasonic Scaling Device** – Add to chairside water tanks.
- 🦷 **Subgingival Irrigation** – Following scaling, root planing and laser treatments.
- 🦷 **Pericoronitis** –Irrigate affected areas.
- 🦷 **Cleaning and Deodorizing** – Aids in the process of sterilizing removable prosthetics in ultrasonic units.



*when used after each meal



Ingredients: Water (Aqua), Stabilized Chlorine Dioxide (Oxygene®), Sodium Benzoate, Potassium Phosphate, Sodium Hydroxide, Potassium Sorbate.

16 fl oz/473 mlUPC 638822000177

FRESH BREATH, PLAIN AND SIMPLE

Our groundbreaking Gentle Formula Mouthwash is uniquely unflavored for those who have a sensitivity to mint, are going through chemo or radiation, or suffer from mouth sores but still want the freshest breath possible.

We are serious about supporting people’s sensitivities rather than adding further irritation. That’s why we’ve carefully designed this special mouthwash to contain no flavoring or sweeteners of any kind.

Unlike other mouthwashes that have a high percentage of alcohol, strong artificial flavors and sweeteners, we use our innovative, non-toxic, non-irritating ingredient Oxygene® to neutralize bad breath and bacteria.

- 🦷 **Instant, All-Day Fresh Breath** – Finally say goodbye to bad breath with our exclusive ingredient Oxygene®. We don’t just mask bad breath; we safely neutralize it at the source in just 60 seconds.*
- 🦷 **Clinically Proven** – Fights the toughest bad breath when paired with one of our toothpastes or dental gels.
- 🦷 **Unflavored** – Contains zero sweeteners of any kind. Ideal for those who are sensitive to mint oils or other flavors.
- 🦷 **pH Balanced** – The key component to healthy teeth and gums.
- 🦷 **Alcohol Free** – We didn’t jump on this bandwagon; we pioneered it. Our formula protects smiles without burning or dehydrating delicate tissues.
- 🦷 **Dye Free** – Non-staining formula to keep pearly whites shining bright.
- 🦷 **Non-Toxic** – We safely protect smiles without harsh chemicals, additives, artificial sweeteners, alcohol or masking agents.

IDEAL FOR:

- 🦷 **Cosmetic Support**
- 🦷 **Those Undergoing Chemo or Radiation**
- 🦷 **Those with Allergies to Mint or Other Flavors**
- 🦷 **Those Who Prefer Mint Free or Flavor Free Formulas**
- 🦷 **Soaking Appliances, Splints, and Removable Prosthetics**

CLINICAL APPLICATIONS:

- 🦷 **Ultrasonic Scaling Device** – Add to chairside water tanks.
- 🦷 **Subgingival Irrigation** – Following scaling, root planing and laser treatments.
- 🦷 **Pericoronitis** –Irrigate affected areas.
- 🦷 **Cleaning and Deodorizing** – Aids in the process of sterilizing removable prosthetics in ultrasonic units.



*when used after each meal



Ingredients: Water (Aqua), Xylitol, Chondrus Crispus (Carrageenan), Stabilized Chlorine Dioxide (Oxygene®), Zinc Acetate, Folic Acid, Aloe Barbadensis Leaf Juice, Chamomilla Recutita (Matricaria) Flower Extract, Mentha Viridis (Spearmint) Leaf Oil, Glycerin, Methylparaben, Propylparaben.

1 oz/28 gUPC 638822000337
 4 oz/113 gUPC 638822000313

SOOO SOOTHING

Our powerful, fast-acting Pro Relief Dental Gel is a favorite among dental surgeons for its unsurpassed soothing and healing relief. It's perfect for anyone who suffers from dry mouth, chronic bad breath (halitosis), periodontal disease, canker sores, irritated tissues or has undergone extensive dental procedures.

Our gel is formulated with a therapeutic blend of ingredients including aloe vera, chamomile, folic acid and essential mint oil. Plus, it's infused with our exclusive combination of Oxygene® and zinc. It's specifically formulated to provide moisture and soothing relief that people can count on ... especially when they need it most.

- 🦷 **Promotes Healing** – Unrivaled at neutralizing bacteria and hydrating the tissue to help promote healing.
- 🦷 **Provides Moisture** – Specialized ingredients that help condition and provide moisture to dry and irritated tissue.
- 🦷 **Pro Relief** – Ultimate relief to help soothe mouth sores caused by biting inner cheek or dental procedures.
- 🦷 **Soothes Gums** – Works quickly to soothe sensitive gums. It's perfect for new dental implants or after a visit to the dentist.
- 🦷 **Dye Free** – Non-staining formula to keep pearly whites shining bright.
- 🦷 **Naturally Sweetened with Xylitol** – Xylitol has been shown to inhibit the formulation of plaque, bacteria and cavities.
- 🦷 **Essential Oil** – Infused with a natural essential oil, leaving smiles feeling completely fresh and clean without an aftertaste.

IDEAL FOR:

- 🦷 **Dry Mouth Sufferers**
- 🦷 **Oral Prosthetics**
- 🦷 **Chronic Halitosis**
- 🦷 **Stomatitis**
- 🦷 **Those Undergoing Chemo or Radiation**
- 🦷 **Cosmetic Support**
- 🦷 **Long-Term Supportive Periodontal Maintenance**
- 🦷 **Aphthous, Viral, or Traumatic Ulcers**
- 🦷 **Burned Tissue**

CLINICAL APPLICATIONS:

- 🦷 **Extraction Sites** – Insert using monoject-type syringe or place on gauze.
- 🦷 **Dentures** – Apply on underside.
- 🦷 **Crown Preps** – Dip retraction cord prior to insertion for more precise impression.
- 🦷 **Temporary Crowns** – Apply along gumline to enhance healing and alleviate post-operative discomfort.
- 🦷 **During Scaling** – On instrument, carry to depth of pocket.
- 🦷 **Following Scaling, Root Planing or Laser Treatments** – Syringe subgingivally and along gumline for enhanced healing and alleviation from post-operative discomfort.





Ingredients: Water (Aqua), Sodium Fluoride, Xylitol, Chondrus Crispus (Carrageenan), Stabilized Chlorine Dioxide (Oxygene®), Aloe Barbadensis Leaf Juice, Chamomilla Recutita (Matricaria) Extract, Mentha Viridis (Spearmint) Leaf Oil, Propylene Glycol, Methylparaben, Propylparaben.

4 oz/113 gUPC 638822000320

SOOTHING AND DESENSITIZING

Our exceptional, fast-acting **Super Relief Dental Gel with fluoride** is perfect for anyone who suffers from dry mouth, chronic bad breath (halitosis), periodontal disease, tooth sensitivity, canker sores, irritated tissues, etc.

Infused with fluoride, our unique gel helps fight against cavities and aids in desensitizing teeth and gums ... powerful, yet gentle. We added specialized, natural ingredients like aloe vera, chamomile and essential mint oil. It's specifically formulated to provide moisture and soothing relief people can count on.

- 🦷 **Promotes Healing** – Unrivaled at neutralizing bacteria and hydrating the tissue to help promote healing.
- 🦷 **Helps Tooth Sensitivity** – Helps to desensitize sensitive teeth and gums.
- 🦷 **Super Relief** – Ultimate relief to help soothe mouth sores caused by biting inner cheek, burns from hot food, etc.
- 🦷 **Soothes Gums** – Works quickly to soothe sensitive gums. It's perfect for new dental implants or after a visit to the dentist.
- 🦷 **Fights Cavities** – The ultimate fluoride formula to help protect smiles from cavities.
- 🦷 **Naturally Sweetened with Xylitol** – Xylitol has been shown to inhibit the formation of plaque, bacteria and cavities.
- 🦷 **Essential Oil** – Infused with a natural essential oil, leaving smiles feeling completely fresh and clean without an aftertaste.

IDEAL FOR:

- 🦷 **Dry Mouth Sufferers**
- 🦷 **Orthodontic Treatment**
- 🦷 **Sensitivity**
- 🦷 **Caries-Prone individuals**
- 🦷 **Those Undergoing Chemo or Radiation**
- 🦷 **At-Home Fluoride Treatment**

CLINICAL APPLICATIONS:

- 🦷 **Extraction Sites** – Insert using monoject-type syringe or place on gauze.
- 🦷 **Crown Preps** – Dip retraction cord prior to insertion for more precise impression.
- 🦷 **Temporary Crowns** – Apply along gumline to enhance healing and alleviate post-operative discomfort.
- 🦷 **During Scaling** – On instrument, carry to depth of pocket.
- 🦷 **Following Scaling, Root Planing or Laser Treatments** – Syringe subgingivally and along gumline for enhanced healing and alleviation from post-operative discomfort.



Integrating Oxyfresh

Team Orientation

Introducing each team member to the Oxyfresh dental care line is essential in establishing uniformity in communication of these products to your patients and creating a supported foundation for ideal patient instruction and care. Each team member can be an integral part in the success of this program. Make your practice a conducive environment for team members and patients to ask questions and gain clarification. This program is designed to make your practice more fun and rewarding for everyone.

When you receive your Oxyfresh products:

- Dispense a complete Dental Kit to each team member to take home and begin using immediately.
- Ask each team member to contribute their personal experience of the products and share ideas for applications and patients who may benefit.
- Set pricing (individually and/or included in treatment cases).
**Oxyfresh can assist you in creating a price list that works for your practice.*
- Navigate through the Oxyfresh.com website and encourage your team to participate in the support and professional community online.
- Identify a point person who will be in charge of ordering, inventory, etc.
- Establish a routine for engaging in communication during morning huddle by identifying patients on the schedule who can benefit from specific Oxyfresh products based on their treatment and/or history.

Practice Setup

This is a key component in introducing patients to Oxyfresh. By setting up attractive displays and placing product and literature throughout the office, it gives patients the freedom and an invitation to ask freely about what you recommend for their home care, as well as the level of care and services you provide in the practice. It supports an opening for great communication between your patients and your team and provides a place where team members can display great leadership qualities. Additionally, your patients begin to view you and your entire team as their resource for all their oral health questions and home care needs.

Oxyfresh recognizes that the proper initial setup is essential in creating traction and more importantly, long-term success. That is exactly why Oxyfresh has outlined these simple steps – to ensure rock-solid results in your practice!

5 Success Steps:

- 1 Show off Oxyfresh products, brochures, literature and photos in an attractive display case in the reception area, consultation room or behind the front desk.
- 2 Display Oxyfresh products, brochures and literature in each treatment room.
- 3 Have fun and display products decorated with colorful tissue paper and gift bags. Change up the display to match the office theme, holiday or incorporate as part of a whitening or treatment promotion.
- 4 Introduce patients to the Oxyfresh Mouthwash as pre- and post-treatment rinses.
- 5 Have Oxyfresh Mouthwash, along with Oxyfresh Health Brushes and travel-size Toothpaste, available for patients to use in the restrooms.

Dear Valued Patient,

Our team is dedicated to providing you and your family with the best dental care possible. By offering extraordinary care and services in a comfortable and relaxing environment, and by utilizing the latest advancements in technology, we strive to make your experience here a comfortable, positive and rewarding one. Our emphasis is always focused on total preventive care for our patients so you may achieve lifelong oral health and well-being.

To strengthen our commitment to you, we are now making dental home care products available in our office. We are excited to announce our product line of choice in supporting your oral health: Oxyfresh. Please know, we would not recommend just any product line. We are very clear about the vast difference in the quality of various oral care products and take this step seriously. We have researched these products carefully and are confident that Oxyfresh products are the safest, most effective dental products available to enhance your oral health and support and protect your restorative and cosmetic dental work.

Here is what is available to you:

TOOTHPASTES — There are three super-concentrated toothpastes, each uniquely formulated to customize to our patients' individual needs. They contain no saccharin, no dyes and no harsh abrasives. They are safe for the entire family, completely eliminate bad breath at its source, and leave your mouth feeling fresh and clean without any after-taste.

TONGUE CLEANERS — There are two tongue cleaners to support you in achieving a cleaner, healthier mouth and longer-lasting fresh breath. These are more effective than a toothbrush in completely removing the odor-causing bacteria that gets trapped on the surface of the tongue.

MOUTHWASHES — These mouthwashes are clear, which means they do not contain dyes that can stain your teeth or dental work. Also, they are pH balanced to protect your enamel and gum tissue. There is no alcohol or harsh ingredients that only mask odors and dry out the mouth. Instead, Oxyfresh Mouthwashes contain a unique and non-toxic ingredient that eliminates bad breath molecules at the source. These mouthwashes safely and effectively leave your mouth completely fresh and clean, without the burn!

DENTAL GELS — These gels are uniquely formulated with aloe vera and provide the ultimate deodorizing and soothing relief for irritation, burns, wounds and oral discomfort.

Ask any of our team members about these Oxyfresh products ... we all personally use and love these products, and we are confident you will too!

Dental Training Manual

Oxyfresh®
SAFE. PROVEN. EFFECTIVE.

1875 North Lakewood Drive | Coeur d'Alene, ID 83814 | 800.333.7374 | Oxyfresh.com

Copyright© 2009 by Oxyfresh Worldwide, Inc.

R.10/2018