



PRESS RELEASE

RESULTS FROM 4-MONTH DOUBLE BLIND CLINICAL STUDY SHOW THAT OXYFRESH DENTAL PRODUCTS CONTAINING SODIUM CHLORITE SIGNIFICANTLY OUTPERFORMED CONVENTIONAL STORE-BRAND DENTAL PRODUCTS

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Coeur d'Alene, ID- Oxyfresh is delighted to share the results from a recent study that provides evidence that our proprietary ingredient Oxygene® (sodium chlorite) based toothpaste and mouthwash have an edge over conventional based toothpaste and mouthwash.

Appearing in the International Journal of Experimental Dental Science (July-December 2013; 2 (2):98-103) the study assessed and compared the clinical and antimicrobial effects of Oxyfresh's sodium chlorite (Oxygene® - stabilized chlorine dioxide) based toothpaste and mouthwash in chronic periodontitis patients with conventional based toothpaste and mouthwash without sodium chlorite.

A total of 100 chronic periodontitis patients between the ages of 18 and 55 years were enrolled in the study and divided in to four groups. Subjects were put on different oral hygiene regimes: Oxyfresh sodium chlorite based and conventional based. Oxyfresh CoQ10 Complex was also provided in two of the groups as a nutritional dietary supplement.

RESULTS: OXYFRESH GROUP VS. STORE BRAND ONLY GROUP		
Clinical Parameter	% of Improvement	
Gingival Index	22.1%	✓ Plaque Reduction
Plaque Index	14.5%	✓ Improved Receding Gums
Clinical Attachment Loss	57.7%	✓ Strengthening Gum Tissue
Probing Depth	18.4%	✓ Reduction of Bacteria That Causes Periodontitis

View study results and original published article at OxyfreshPro.com

Advisory Board Partner Dr. Laura Lee Nygaard, leading Periodontal dentist shares, *“I am delighted to see scientific results that prove Oxyfresh products reduce oral bacteria and aid in promoting optimal oral health. I can, with integrity, now recommend these products not just because I like how they feel, but more importantly because there is science which proves they reduce oral bacteria and promote oral health.”*

Vice President of Product Development Tom Lunneborg notes, *“The results of this study prove the superiority of our oral care products. Across the board our products outperformed the competition and produced incredible results for even the most extreme patient conditions. This study is an incredible opportunity for people to break away from the mainstream toothpaste and mouthwash and be introduced to Oxyfresh.”*

ABOUT OXYFRESH

Oxyfresh has been making premium oral healthcare products since 1984. A pioneer in the alcohol-free oral care movement, Oxyfresh uses Oxygene® (Sodium Chlorite) as the principal ingredient in their product formulas to disrupt bacterial colonization, oxidize volatile sulfur compounds and eliminate oral odors. Products are available to dental professionals with wholesale purchase options for resale at oxyfreshpro.com and to the general public for retail purchase at oxyfresh.com.

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