

Get with the KForce

At the time I had just spent some time at Otago University with Professor Tagg and his scientists. What was discovered was sufferers of chronic halitosis all have one thing in common; they are deficient in a mouth bacteria called *Streptococcus salivarius*. This bacterium inoculates our bodies on day one of life, but for some reason, chronic halitosis sufferers tend to lose the bacteria from their normal micro flora. The theory is that lifestyle habits and antibiotic treatments may literally wipe out the *salivarius* populations, and allow the more hardy anaerobic bacteria to take their place on the tongue surface.

But what does this mean for Australian sufferers? *S.salivarius*K12 mouthwash is now available in Australia, known as KForce. It is available directly from our dental company BreezeCare Pty Ltd. The KForce Breath Starter Kit is a complete bad breath solution, which includes not only *S.salivarius* K12 probiotic but also our unique oral gel and tongue cleaning system, along with dietary advice and lifestyle tips for avoiding bad breath. We also have a bad breath maintain kit for ongoing hygiene and maintenance, as well as various mouthwash, gums and breath strips for use during the day.

So this brings me to the subject of this piece... the launch of The Australian Bad Breath Clinic in July this year. Many years of practice kept bringing me back to the same point; a severe lack of expert advice and consultation for bad breath sufferers. I was (and still am a practicing dentist) however, a very high proportion of my clients and referrals were suffering from halitosis and I found myself consulting them on both breath and teeth.

In my bad breath consultations, patients undergo a personalized lifestyle quiz that I have formulated, saliva quality testing with the GC saliva products, breath testing with a Halimeter machine and dental examination if periodontal disease exists. This format helps determine the best possible halitosis treatment.

Being the embarrassing condition that it is, I find many people seek advice and a solution for bad breath on the Internet. To accommodate these people, and also those who do not live in Sydney and are unable to visit the clinic, our extremely comprehensive and informative website offers sufferers an online forum for advice as well as information about the topic and why they may be a sufferer.

Since the clinic first opened in July, the response has been overwhelming from both patients and media. Actually, over 80% of our business has been via women who are seeking to help partners, husbands and male friends who suffer from this anti-social affliction.

Interestingly, official statistics on the number of Australians who suffer from halitosis or bad breath is not readily available. However it's a condition that once confronted with, is decidedly hard to ignore. Bad breath can be indicative of a more serious health or dental problem and its presence should be investigated to rule out any health issues. The social implications of the problem are quite severe, with sufferers often completely unsure as to why they are rejected.

It is such a gratifying experience to see a person's self-esteem turn around in a matter of weeks. A person will come into the clinic feeling depressed, and after only a matter of weeks they return to the clinic overflowing with confidence and telling me how I have saved their life – quite literally in some cases.

Such success stories make me even more determined to continue to explore ongoing treatments for this anti-social affliction. So continuing on my campaign to achieve this, I am still working with Bliss Technologies and Otago University with a particular focus on the effect and use of probiotics in oral health and the natural treatment of bad breath. Until next time.

Please visit www.breezecare.com.au or call us on 1300 653 335 for further information