

Freshen up

Throw away the mints, Dr Speiser is the bad breath buster

by Josie Gagliano

Name: Dr Geoffrey Speiser

Occupation: Dentist and bad breath specialist

Age: 49

What does your job entail?

Every day is varied. Generally speaking, I dedicate half my day to consulting clients with bad breath and dental problems, and the other half responding to the many bad breath-related enquiries and questions we receive online (www.breezecare.com.au).

How did you start your company?

After I graduated from Sydney University in 1981, I worked as a general dentist in Canberra for two years before establishing two successful dental practices in Sydney's eastern and southern suburbs. In 2003, we merged the two practices and have been based in Edgecliff, Sydney ever since. In mid-July 2005, we launched an Australian first: The Australian Bad Breath Clinic. It's gone from strength to strength.

What is the biggest challenge working in this industry?

It can be tricky when faced with a patient who believes they have a problem with their breath when they don't. Also, you do sometimes get blown away by a very strong bad breath.

What is the greatest misconception of people working in this industry?

If I tell someone I am a bad breath specialist, they immediately think that I must have the most awful job in the world. Yet it is really quite the opposite.

It can be incredibly satisfying when a client, previously depressed and isolated from society because of their breath problem (it can be that bad!), is successfully treated through our support, consultation and product.

What skills and educational background does it take to work in this field?

A Bachelor of Dental Surgery and, of course, a passion for bad breath!



Which area of this industry is currently growing the most?

I see a rise in further clinics specialising in treatments and consultations for bad breath. Until recently, professional help for bad breath sufferers was really under-serviced, and people need a place where they can receive professional and expert advice.

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