

# NO.1 SELLING U.S SPECIALIST BREATH CARE BRAND LAUNCHES REVOLUTIONARY CHEWING GUM THAT TACKLES BAD BREATH INSTANTLY FOR HOURS

Submitted by: SPR Agency Limited

Thursday, 19 January 2017

---

Move over chewing gums that contain Aspartame, artificial flavours and colours. There's a new Chewing Gum arriving that's just landed on UK shores that tackles bad breath in a revolutionary manner.

Fresh from the USA, The Breath Company Fresh Breath Chewing Gum £4.00 (10 pieces from Boots and [www.boots.com](http://www.boots.com)) has been formulated with 3 special layers so that the natural flavour lasts much longer and is so effective it directly fights odours by attacking and neutralising Volatile Sulphur Compounds that cause unpleasant breath odours - instead of just masking them with strong scents or flavourings.

Combining three layers, this revolutionary Chewing Gum has potent natural compounds in each layer that are activated by the chewer. The crunchy outer shell cleans with a powerful burst whilst the chewy middle layer fights odours. In fact, it's so effective it will work on strong odours caused by onions, garlic, coffee and smoking it will leave your mouth feeling refreshed and your confidence restored. Last, but not least, its proprietary spiral imprint helps to keep your tongue cleaner, which then keeps your breath fresher and mouth healthier for hours.

New Gum free with the new The Breath Co Fresh Breath Deluxe Starter Kit

The ground breaking The Breath Company Fresh Breath Chewing Gum is available on its own or as part of a new The Breath Co Fresh Breath Deluxe Starter Kit £13.99. Available from Boots and [Boots.com](http://Boots.com) this amazing kit is filled with a revolutionary range of best selling premium oral care products scientifically developed by the founder of The California Breath Clinics, dentist and internationally acclaimed 'Bad Breath Guru' Dr Harold Katz.

Each kit contains a Breath Company Fresh Breath Toothpaste, The Breath Company Oral Rinse – Icy Mint and Mild Mint and a free Tongue Cleaner and Breath Company Chewing Gum.

Unlike any other high street brand, each of the products in the Breath Company range targets the bacteria living and multiplying on the tongue's (and throat's) surface that causes halitosis, rather than just masking the odour with powerful flavours; literally eliminating the problem. In fact, clinical tests of Dr. Katz's patients treated with The Breath Company products repeatedly resulted in a complete elimination of over 98 per cent of the volatile sulphur compounds that cause bad breath.

"The Breath Company is the only brand on the market that tackles bad breath instantly, and works for up to 12 hours to control odour."

About the Breath Company Fresh Breath Fluoride Toothpaste

Recommended by dentists to prevent cavities and gum disease, freshen breath, and improve dry mouth, The Breath Company sulphate-free toothpaste formula is also highly effective for mouth ulcer sufferers. Containing no detergents, foaming agents, strong flavouring agents, or abrasives that can cause or worsen the discomfort associated with mouth ulcers the Fresh Breath Fluoride Toothpaste is also gentle enough

for dry mouth sufferers, diabetics, expectant mothers, and others who are particularly likely to suffer from oral care issues.

Using a combination of oxygen and fluoride to attack sulphur-producing bacteria responsible for bad breath, gum disease, and cavities, these patented active ingredients go to work instantly and keep working for over 12 hours to keep the mouth clean, healthy, and smelling great.

#### About The Breath Company Oral Rinse

Nothing works faster to stop bad breath and dry mouth than The Breath Company Oral Rinse available in invigorating Icy Mint, and gentle Mild Mint flavours.

Recommended by dentists, The Breath Company Oral Rinse effectively stops the bacterium that causes bad breath without using any harsh chemical ingredients, and because it doesn't contain alcohol, it doesn't burn or sting after use.

All The Breath Company products including the Oral Rinse are suitable for dry mouth sufferers, diabetics, expectant mothers, and those who are particularly likely to suffer from oral care issues.

The Breath Company Chewing Gum and The Breath Company Starter kit is available from Boots stores nationwide and from [www.boots.com](http://www.boots.com)

Ends

Further information/samples/images from:

Sparkle PR Ltd

Jackie Huggett/ Wendy Campling/Elena Peratikos

Tel. 0208 256 0575/0208 686 3141

Email: [jackie@sparkle-pr.com](mailto:jackie@sparkle-pr.com); [wendy@sparkle-pr.com](mailto:wendy@sparkle-pr.com); [elena.peratikos@sparkle-pr.com](mailto:elena.peratikos@sparkle-pr.com)

Notes to Editors:

#### About Dr Harold Katz

Dr. Harold Katz is a dentist with an advanced degree in bacteriology and a lifelong advocate of good oral health .Dr. Harold Katz is the founder of The California Breath Clinics and the developer of the The Breath Company line of premium oral care products. He is the internationally recognised expert in the fields of bad breath, taste disorders, tonsil stones and dry mouth. Known as the 'Bad Breath Guru' due to his numerous television appearances on U.S shows like The View and the CBS Early Show, he has helped millions of people around the world eliminate their bad breath problems.

Dr. Katz is a graduate of the UCLA School of Dentistry and holder of a separate degree in Bacteriology, also from UCLA. In the 1970s he established a thriving dental practice in Beverly Hills, California, minutes from bustling 20th Century Fox Studios. There, he perfected his dental techniques while working with some of Hollywood's biggest stars.

Full biography on request