

# Don't Ruin Your Valentines With Bad Breath

Submitted by: Dental Direct LTD

Thursday, 7 February 2019

---

Valentine's Day on February 14 is the day to celebrate love and enjoy kisses. However, over 30% of the population are the frogs that no one wants to kiss. It has nothing to do with their technique, the reason is very simple: bad breath. According to statistics, one-third of the entire world's population has chronic bad breath, also known as halitosis.

What are the causes of bad breath?

Bad breath or halitosis is commonly attributed to volatile sulphur compounds (VSC) that are released when bacteria in the mouth metabolise food debris. In 90% of cases, halitosis originates in the oral cavity, although 10% of patients have bad breath due to gastrointestinal, urinary, or respiratory system diseases.

Poor oral hygiene is the most common reason for bad breath, but sometimes, even those with good tooth-cleaning habits can fall victim. Dentures and braces make cleaning the teeth more challenging, and food particles missed during brushing can decay and cause odour. Conditions that cause a dry mouth may also increase the likelihood of bad breath. Saliva naturally washes the particles of food from the mouth, regulates the oral micro-environment, and keeps the breath fresh. When the quantity of saliva is reduced, bacteria in the mouth grow faster.

It is no surprise to most of us that diet can also be a trigger for stinky breath. Ingredients such as garlic make your breath smell because of the sulphuric compounds they contain. Even brushing and rinsing the teeth will only hide the odour temporarily. Red meat can worsen the smell of your breath because small bits of protein trapped between the teeth may decay, creating odours. Plus, many of us find it difficult to start the day without the obligatory cup of coffee, but this aromatic beverage can result in a lingering smell. Luckily, it's temporary.

Lots of us struggle with this question: "Do I have a bad breath"?

How to find out whether your breath smells fresh or not? Before you start nervously analysing people's reactions every time you open your mouth, know that there are some simple ways to find out. This fun online guide may encourage you to try some serious self-checks.

Test Your Breath (<https://www.dentaldirect.co.uk/quiz>)

- The lick test – lick your wrist with the back part of your tongue, let it dry for 15 seconds, and then smell it. This is, approximately, the smell that other people will detect on your breath.
- Ask a dentist – it's easier to ask your doctor about personal issues than your nearest-and-dearest, and you may feel less ashamed to pose the question "Do I have halitosis?" than the more straightforward "Do I have a bad breath?"
- A halimeter – yes! Technology can help you with this issue! There are special devices, called halimeters, that measure levels of volatile sulphur compounds (VSCs) in the mouth.

The best products to treat halitosis

## WISDOM CLEAN BETWEEN INTERDENTAL BRUSHES

£1.65

With a toothbrush, it is only possible to access the visible parts of the teeth, which is about 60% of their surface. Wisdom Clean Between Interdental Brushes

(<https://www.dentaldirect.co.uk/shop-by-product/interdental-brushes/wisdom-clean-between-interdental-brushes.html>)

with flexible, soft rubber sticks slide easily between the teeth, whilst the bristles massage and stimulate the gums, helping to remove plaque and food particles.

## HALITA TONGUE CLEANER

£3.69

Bacteria find the tongue a really friendly environment for growth. That is why it so important to manually remove the bacterial film and food debris that build up on it. The Halita Tongue Cleaner (<https://www.dentaldirect.co.uk/halita-tongue-cleaner.html>) is specifically designed to reach the most inaccessible areas, including the V-shaped groove, and the sides of the tongue.

## ULTRADEX FRESH BREATH SPRAY

£2.84

The intelligent iQ+ ActiveOxi technology of ultraDEX Fresh Breath Spray (<https://www.dentaldirect.co.uk/ultradex-fresh-breath-spray.html>) is ideal for use away from the home, delivering instant fresh breath, lasting up to 12 hours. The advanced ultraDEX formula eliminates odour-causing Volatile Sulphur Compounds, and the clean mint scent gives you a pleasant-smelling mouth and the confidence to keep smiling.

## DOWNLOAD PRODUCT IMAGES:

<https://www.dentaldirect.co.uk/media/pr/ultraDEX-Fresh-Breath-Spray.jpg>

<https://www.dentaldirect.co.uk/media/pr/Wisdom-Clean-Between-Interdental-Brushes.jpg>

<https://www.dentaldirect.co.uk/media/pr/Halita-Tongue-Cleaner.jpg>

## Additional Information

Malwina Palinska|Digital Marketing Manager

Dental Direct|Tel: +44 20 8438 1585|email: [malwina@dentaldirect.co.uk](mailto:malwina@dentaldirect.co.uk)

## About Dental Direct

Dental Direct was established in 2012 by a team of experienced dental professionals. Our aim was to provide consumers with access to the most comprehensive range of superior quality, clinically-proven oral health products available in the UK.

Our business has grown steadily since then, in our first year of trading we processed over 50,000 orders. This has since grown to over 300,000 orders a year, with 99.7% dispatched same day.

Official website: [dentaldirect.co.uk](https://dentaldirect.co.uk) (<https://dentaldirect.co.uk/>)