

September 2007

ProDen PlaqueOff™

Naturally healthier gums and fresh breath

- INTRODUCING ProDen PLAQUE OFF™ Capsules**
- THE ULTIMATE ORAL HYGIENE SUPPLEMENT**
- A revolution in reducing plaque, calculus and bad breath**

Oral hygiene specialist, Molar Limited, today announced the launch of the UK's first plaque reducing dental health supplement in simple to swallow capsules - **ProDen PlaqueOff™**.

To coincide with the British Dental Association's Oral Health Month (September 2007) this revolutionary food supplement is unique in being highly effective in reducing plaque, tartar (calculus) and bad breath in both humans and animals, helping maintain a high level of oral hygiene – ProDen PlaqueOff is an innovation in dental health.

Top dentist, Sune Wikner comments: "Given the vital role our mouths play in our daily lives, oral health is one of the gateways to general health and well-being. Recent research has drawn links between gum disease and other major health problems, including stroke and heart disease."



Harvested from the clean, cold waters close to the Arctic Circle, it is prepared from specially selected seaweed (*Ascophyllum nodosum*), which has been proven to dramatically reduce plaque and tartar in humans up to 87% and 68% respectively, in a two-month trial period¹.

Why is dental plaque and tartar a problem?

Dental plaque, or biofilm, is a combination of bacteria and food debris which forms on our teeth and gums. It is thin, transparent and sticky. This biofilm which lives on our teeth is quite normal and usually only becomes problematic if it is not removed regularly and effectively. If left, plaque deposits will calcify (harden) to form tartar which provides a rough surface for even more plaque to adhere to. Over 72% of adults in the UK reported to having visible plaque and 73% calculus deposits.²



These types of bacteria produce a number of potentially harmful substances: acids which can cause dental decay, putative substances which cause bad breath, and irritants which can cause painful inflamed gums (gingivitis) and, over time, loosening of the teeth, otherwise known as periodontitis. The most recent UK Adult Dental Health survey revealed that 54% of the adult population with their own natural teeth showed signs of periodontal disease.³¹

How Can ProDen PlaqueOff help?

Help is now at hand with what some of the dental profession are calling a quite remarkable aid in helping reduce plaque, tartar and bad breath. In addition to a balanced diet, regular cleaning and dental check ups, daily consumption of PlaqueOff dietary supplements has been proven to reduce the build up of plaque and tartar preventing the formation of new deposits.

PlaqueOff is a unique dietary supplement: capsules containing especially selected dried and powdered seaweed (*Ascophyllum nodosum*), rich in minerals and other micronutrients. The formulation was discovered by accident when a dentist in Sweden found a dramatic reduction in plaque and calculus in one of his patients who had not changed his oral hygiene but merely was now consuming fresh seaweed as part of living in a new country, leading to the discovery of the algae which has been shown to improve oral hygiene.

Free from artificial colours, preservatives, gluten and sugar and rich in natural iodine, ProDen PlaqueOff is suitable for adults and children aged 7 or over. In an easy to swallow capsules, the daily recommended amount is two capsules initial improvements are normally seen within 5-8 weeks.

ProDen PlaqueOff is available nationwide from good health food stores, RSP £ 15.99 for 120 capsules. For your local stockist, please call 0845 226 0660 or visit www.molarltd.co.uk.

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Notes to Editors

- ProDen PlaqueOff™ is distributed in the UK by Molar Limited.
- ProDen PlaqueOff™ is also available for animals – ProDen PlaqueOff™ Animal. Formulated in powder form that is directly added to animals' food, it also contains Ascophyllum nodosum and helps reduce tartar, plaque and bad breath in animals.

Sources:

¹ Research undertaken from Sune Wikner, SweDenCare AB, Umeå, Sweden, Christina Timander, private practice, Stockholm, Sweden and Jan Bergström, Institute of Odontology, Karolinska Institutet, Huddinge, Sweden.

² Kelly M et al. Adult dental health survey: In Oral health in the United Kingdom 1998. Office for National Statistics.

³ ¹ Adult Dental Health Survey: Oral Health in the United Kingdom 1998. Office for National Statistics. The London Stationery Office

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