

# Three Out of Four Dental Professionals Agree: “We Need a Fresh Approach to Cleaning Dental Appliances”



Millions of people in the U.S. wear retainers, nightguards, clear braces, or other removable braces. And millions of people are not cleaning them properly.

A recent survey found that most removable dental device wearers – including dental professionals themselves – use a toothbrush and toothpaste, while others improvise by soaking their devices in mouthwash or brushing only with water.\*

Here’s the most startling part: the majority of them don’t know if they’re removing plaque or killing odor-causing bacteria on their device. The reality is they may actually be harming the appliance they’ve invested in.

Dental professionals know there’s a problem. Three out of four say there’s a need for a new way to clean removable oral appliances. 95 percent said they would consider recommending such a product.

**Good news. That better way is here.**

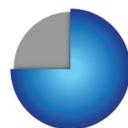
New Fresh Guard™ by Efferdent™ is specially formulated to clean removable dental appliances like retainers, mouthguards, clear braces, and

other removable braces.

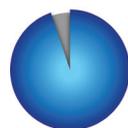
It helps prevent the build-up of sticky mouth film and odor-causing bacteria, reduces yellowing, and helps remove stains.

Fresh Guard™ Soak uses power-cleaning crystals to kill 99.9% of odor-causing bacteria in just five minutes.

## Dental Professionals Seeking a Better Way to Clean Oral Appliances

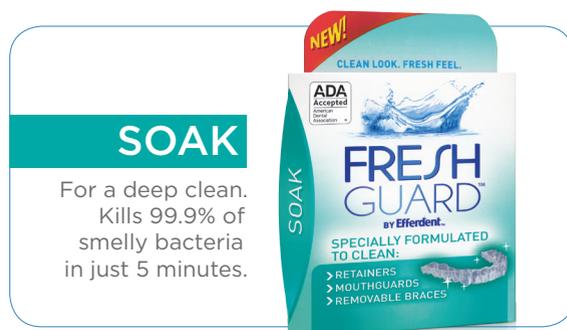


**75%**  
see need for new product



**95%**  
would consider recommending such a product

**Introducing new Fresh Guard™ by Efferdent™:  
the complete clean you’ve been waiting for.**



**SOAK**

For a deep clean.  
Kills 99.9% of smelly bacteria in just 5 minutes.

**GET A COMPLETE CLEAN**  
freshguardclean.com

**FRESH  
GUARD™**  
by Efferdent.

\*National survey conducted on behalf of Fresh Guard™ by Efferdent™. The consumer survey was conducted online among a sample of 1,000 women between the ages of 18-49, including those who wear oral devices (50%) and those with a child who wears an oral device (50%). The professional survey was conducted online among a sample of 250 dental professionals, including dentists and hygienists.