



SMILE. YOU HAVE NEW TECHNOLOGY IN THE WAR AGAINST BAD BREATH.

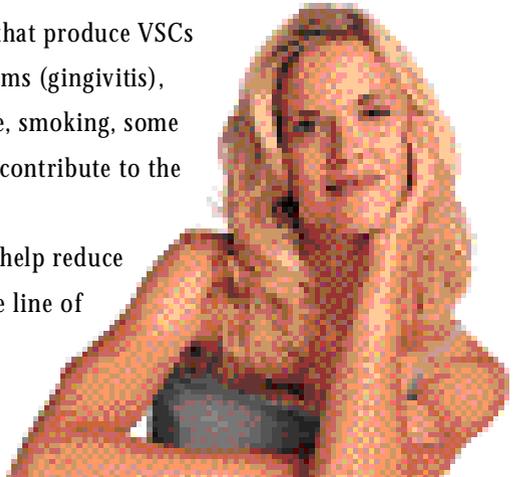


Every day, Breath Remedy™ products (patent pending) wage war against bad breath, tartar, plaque, gingivitis, and more. Our full battalion of high technology dental products and easy-to-use accessories help our customers win this daily battle by eliminating the actual causes of halitosis.

85% OF BAD BREATH ORIGINATES IN THE MOUTH, NOT THE STOMACH.

Bad breath is caused by oral bacteria that produce VSCs (Volatile Sulfur Compounds). Inflamed gums (gingivitis), infected gums (periodontal disease), coffee, smoking, some medications, and vitamin supplements all contribute to the growth of these sulfur-producing bacteria.

Brushing and flossing twice daily can help reduce halitosis, but using U.S. DenTek's complete line of solutions — especially our Breath Remedy premium products — can freshen almost anyone's breath.



DETROIT CHRONICLE *** November 30, 1999

BREATH REMEDY OFFERS GOOD NEWS FOR BAD BREATH.

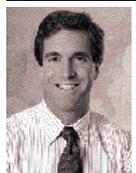
The Breath Remedy Line of products offers a fresh approach to treating an age-old problem — bad breath. What you may not realize is that many of the products you

using for your breath — such as mouth rinses and mints, only mask bad breath and could actually be making your breath worse! Alcohol-based products temporarily

reduce the odor of bad breath, but also dry the mouth and produce a breeding ground that can cause bacterial to grow. "Cover-up" products mask or

(i.e. mints) simply perfume the mouth. isn't the best solution.

San Francisco Chronicle Saturday, October 30, 1999



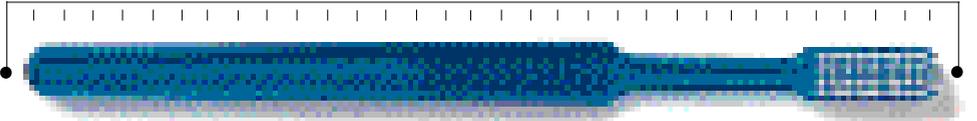
John Jansheski, CEO / U.S. DenTek

SCRAPING AWAY BAD BREATH
Pharaohs fumed over it, ancient scholars railed against it, and to this day, millions of Americans would pay anything to get rid of bad breath. "Scientific studies have shown that, in 85 percent of the cases, bad breath emanates from a small area at the back of the tongue," said Sushma Nachnani, a breath expert with University Health Resources in Beverly Hills who calls daily tongue scraping "the key" to expunging odor.

RETURN OF THE SCRAPERS
The tongue is exactly what U.S. DenTek of Petaluma has targeted. It's trying to restore tongue scrapers — which were used in the Roman Empire — to their rightful place in the American bathroom. John Jansheski, chief executive, said his 40-person firm has already sold "millions" of its patented tongue scrapers. He said mouthwashes containing alcohol can dry the mouth and worsen bad breath. "Saliva flow is wonderful. That's why babies have clean breath, because they're always salivating."

BILLIONS ARE SPENT ANNUALLY ON ORAL CARE PRODUCTS.

Consumers spend almost \$3 billion annually on oral care products (1999 estimates). This includes about \$1.6 billion in toothpaste sales, \$640 million for toothbrushes, \$647 million for mouth rinses, and \$60 million for mints and gums.*



Americans spent \$2.6 billion in 1998. *Source: Information Resources Inc., 52 weeks ending 7/26/99.



U.S. DENTEK:
NEWSMARKERS IN
PETALUMA,
CALIFORNIA.

We've been marketing innovative dental products since 1983. We're committed to helping you with oral care needs that go beyond brushing and flossing.

Dr. John Jansheski, invented our first product, the Dental Pik™ Plaque and Tartar Remover. Its success inspired his son John to create a complete line of dental care solutions now available globally.



THE ABCs OF VSCs.

Your mouth has up to 360 types of bacteria. Anaerobic bacteria live without oxygen on the back of your tongue, where over 85% of bad breath originates. Bacteria produce VSCs, or Volatile Sulfur Compounds — the main cause of bad breath. By neutralizing VSCs, you can eliminate the offensive odor associated with them.

"I've suffered from halitosis for the past 15 years and tried tongue scraping and flossing as part of my daily regimen. I just bought the Breath Remedy Tongue Spray. For the first time my co-workers didn't put their hands over their nose or back away from me when I spoke to them!"

- P. Hurd, Bronx, N.Y.

"Breath Remedy mouthwash works! I gave up my Tic Tacs and green mouthwash forever."

- B. Seith, Novato, CA



Power Plaque Remover



Mouth Rinse

Toothpaste

Tongue Spray

Breath Drops

Tongue Scraper

BREATH REMEDY: THE NEXT EVOLUTION IN BREATH TECHNOLOGY.
 • Use oxygen atoms to neutralize VSCs • Fight anaerobic bacteria • Help relieve dry mouth

FT. WORTH EXAMINER

September 16, 1999

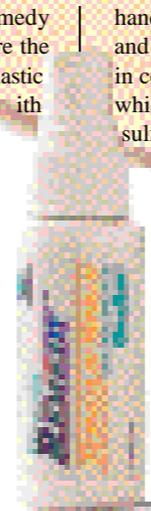
BREATH REMEDY™ GIVES CATEGORY MOUTH-TO-MOUTH.

A new line of oral health products, under the brand name Breath Remedy, is being introduced nationally to get to the root of halitosis and control bad breath by neutralizing the good

bacteria in your mouth. Breath Remedy tongue spray and tongue scraper are the first products in the new line. The plastic tongue scraper is specifically designed with a finger-formed

handle that offers a good grip for fast and easy cleaning. It is meant to be used in conjunction with the tongue spray which targets volatile sulfur compound

(VSCs) and the bacteria found in the mouth. It also helps



Tongue Spray

NO MASKS. NO COVER UP. NO ALCOHOL.

Breath Remedy premium oral care products don't mask or cover up your breath like mints or gum. (Candy mints actually feed bacteria!) Unlike most mouth rinses, they're alcohol-free. And they embody new breath technology by neutralizing VSCs for instant fresh breath to help anyone suffering from chronic or occasional halitosis.

Consult your dentist if your problem persists.

EMC News	October 1, 1999
	<p>NATIONAL DENTAL HYGIENE MONTH FOCUS ON DANGERS OF BAD BREATH.</p>
<p>Dr. Rudolph Saldamando</p>	<p>Beverly Hills dentist Dr. Rudolph Saldamando has research that shows we're losing the bad breath battle because we're fighting it the wrong way - we've been covering up the odor, instead of eliminating what's actually causing the odor:</p>
<p>Volatile Sulfur Compounds. VSCs are the gases emitted from certain bacteria in your mouth.</p>	<p>This "Dentist to the Stars" has discovered a new compound that he calls OraSan®, which directly attacks the VSCs in the mouth. Petaluma-based Breath Remedy™ is using OraSan in all of its products.</p>



Atlanta Post

July 22, 1999

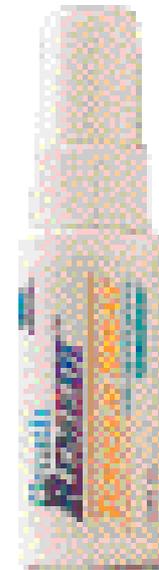
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NEW PRODUCTS SILENCE THE COMPETITION.

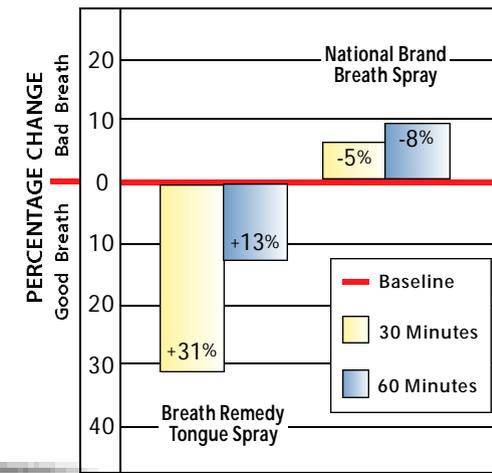
Breath Remedy™ of Petaluma, CA has created a breakthrough in breath technology with a new line of products that feature a patent-pending ingredient known as OraSan®, which has been clinically proven to treat both chronic and occasional halitosis. These breakthrough products go

beyond masking bad breath by targeting the bacteria which produce Volat Sulfur Compounds or VSCs (the known to cause bad breath) wh nourishing the beneficial bac your mouth needs be healthy. These

BREATH REMEDY PROVIDES LONGER LASTING RELIEF.

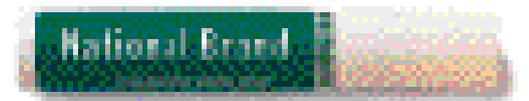


BREATH REMEDY PROVIDES ONE HOUR OF BAD BREATH REDUCTION.¹



A recent study tested Breath Remedy™ Tongue Spray against a national brand breath spray. Breath Remedy Tongue Spray dramatically improved bad breath while the National Brand Breath Spray actually made breath worse. (Breath samples taken at 30 and 60 minutes.)

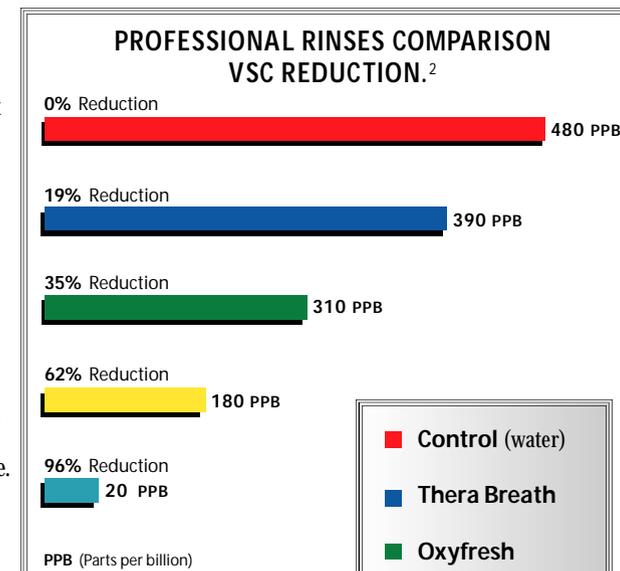
Additionally, nine out of every ten people would make the switch to Breath Remedy.



WHEN YOU COMPARE MOUTH RINSES, THERE'S NO COMPARISON.

As further proof to OraSan's efficacy, Breath Remedy Mouth Rinse went head-to-head against the breath category's leading professional rinses.

As you can see, OraSan's formulation is superior to others for freshening your breath and improving your oral hygiene.



Results of testing clearly show that the OraSan formulation is kinetically and thermodynamically superior to all other tested products, resulting in the significant reduction of hydrogen sulfide (VSCs).

¹ In vivo double blind clinical study: Bad Breath Reduction -- Effect of Breath Remedy Tongue Spray with Benzalkonium Chloride on Oral Malodor, June 1999, by Sushma Nachnani, MS, UHRG, Inc., Creator of the UCLA Breath Center

² In vitro clinical study: Professional Rinse Comparison, June 1998, by Dr. Manny Shaw, Interscan Corp.



A QUICK FIX FOR LOST FILLINGS.

In case you can't see your dentist for a lost filling, you can trust Tempanol® Temporary Filling

Material. It numbs your mouth with Oil of Cloves, a natural pain relief remedy used in ancient China.

- Safe and effective for immediate relief
- One step, no mixing
- Hardens with saliva and body heat
- Cotton swab and wooden applicator included
- Vial contains multiple applications



TRY THE THINNER ORAL TEMPORARY CEMENT.

This Thin Set oral cement helps you temporarily secure your loose caps, crowns and bridges until you can visit your dentist.

- Easy to apply
- Hardens quickly
- Safe to eat on
- Same ingredients dentists use



Minneapolis Times June 3, 1999 *****

ORAL PAIN FINALLY MEETS ITS MATCH.

<p>It happens to just about everyone once in their lifetime. You're out of town or just out to dinner. You accidentally bite down on something hard and — ouch!! Suddenly, you're holding a filling your hand. Your crown is cr</p>	<p>loose and you've got a toothache that would make even the strongest person scream with pain. When any of this happens to you, just take a deep breath and relax, give a sigh of relief, and rejoice. U.S. DenTek has a product ase your fix your</p>	<p>problem, fast. But where do you turn for help? What products are recommended by dentists? When should you "do it yourself" and when should essional? The an to</p>	<p>all these can be found in the complete line of products from U.S. DenTek, headquartered in Pet CA. They've been making oral care solutions</p>
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NO MEDICINE CABINET SHOULD BE WITHOUT IT.

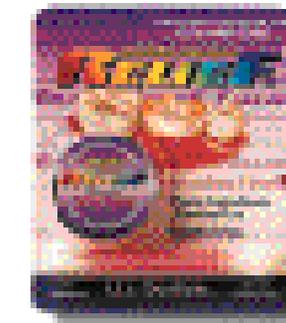
Tempanol® Dental First Aid Kit includes everything you need for temporary and emergency oral care, all in one convenient case.

- Easy-to-use products in multi-application containers
- One vial of Tempanol® Temporary Filling Material
- 1 vial of Toothache Medication made from Oil of Cloves
- 1 Tooth and Crown Saver Container
- 3 cotton swabs and 1 wooden applicator

TOOTHACHE PAIN RELIEF IN SECONDS.

If you have a toothache, you want pain relief in seconds... if not faster! This Maximum Strength Relief product soothes your pain quickly with Benzocaine.

- Works in seconds to offer strong, temporary relief for your teeth and gums
- Easy-to-use; no mixing
- Contains enough for multiple applications
- Same pain-relieving ingredients dentists use
- Available in Butterscotch and Strawberry flavors



HEALTHY GUMS ARE **BEST DEFENSE** AGAINST BAD BREATH.

Give your dental hygienist a big smile. Gingivitis and periodontitis — inflammation and disease of the gums — have long been the oral-hygiene problems that led to the loss of teeth in the elderly. Baby boomers, still scoffing at admonitions about regular brushing and flossing, are now getting to the age where they find themselves in trouble.

Studies have found that about half of older adults have some degree of gingivitis; up to 20% of the entire population have some degree of periodontal disease.

The causes include a failure to brush often enough after meals, eating sweets not cleaned up after, and a failure to floss.

FIGHT GUM DISEASE ONE DAY AT A TIME WITH SUPER PIK.®

As we all age, our hairlines — and our gumlines — recede. So try our most popular product to keep your gums healthy. This double-ended pik removes plaque and stimulates

your gums.

It's designed with a soft, flexible



The Super Pik is handy for removing food particles and plaque.

plastic. The straight end acts as an interdental stimulator; the curved end removes food particles from hard-to-reach places. It comes with a resealable pouch and is recommended by dentists and hygienists.

HELP PREVENT PLAQUE BUILD-UP.

Our soft, tapered Gingibrush® Interdental has

polished bristles for easy maintenance of your teeth and gums. Designed for wide spaces between teeth, implants, bridges, and orthodontics, its soft bristles are easy on bleeding or receding gums.



SCRAPE YOUR WAY TO A CLEANER MOUTH.

Our first product is still the most popular of its kind. The patented Dental Pik™ Tartar Remover features a stainless steel tip that's softer than tooth enamel to gently scrape away stains caused by coffee, tobacco, and other foods.

The Dental Pik Sensitive Tartar Remover has a plastic tip for people with sensitive teeth.

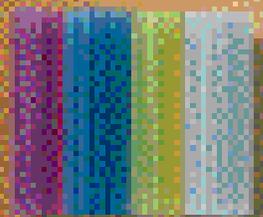


Our Dental Piks remove tartar.

Our Gingibrush Interdental easily reaches between teeth.



Help eliminate inner lip cuts by protecting your cheeks and gums from sharp dental work. Recommended by Orthodontists. Available in Mint.



Toothbrush Covers, in four bold colors, protect against airborne bacteria while keeping bristles clean and dry.



Flossers are an easy way to floss your teeth and stimulate your gums. Packaged in resealable 30 or 90 count carry pouch. Available in Mint or Regular.