



ORAL7[®]
boost the benefits of your saliva

WITH
Active ENZYMES

Xylitol



Boost the Benefits of your Saliva

Welcome



The mouth is protected by a delicately balanced bio-system of **enzymes** and **lubricants** in the **saliva**, allowing beneficial bacteria to flourish and inhibiting the growth of pathogenic bacteria.

The Oral 7® range contains **natural enzymes** to Boost the function of healthy saliva, thus keeping your mouth **moist** and **balanced**.

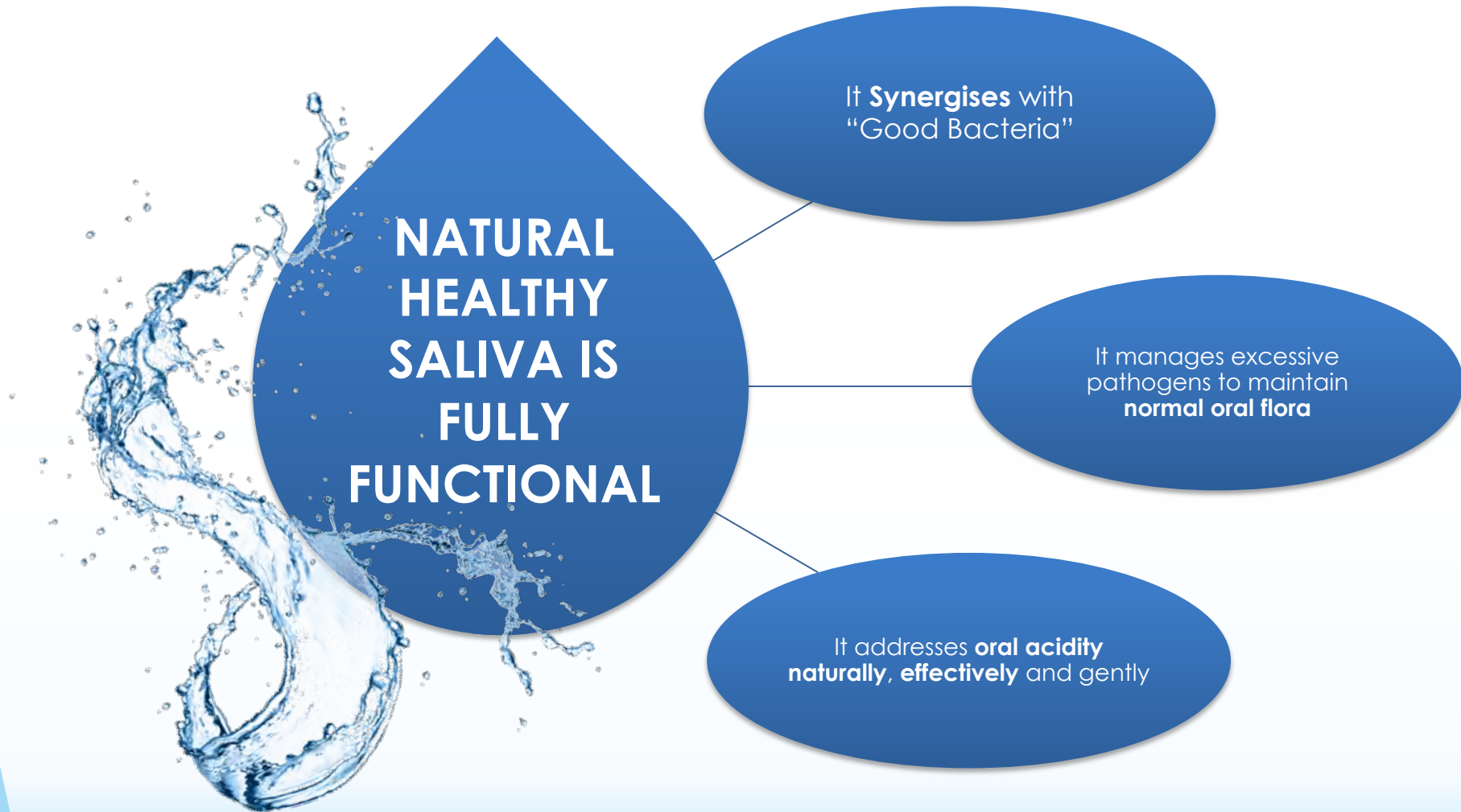
A dry mouth can cause tooth decay, bad breath, gum disease and aphthous ulcers when the mouth's natural flora is disturbed, allowing harmful bacteria to flourish.



to understand
SALIVA
is to understand



The Beauty of Nature



A number of different factors can cause the mouth to produce less saliva, upsetting the delicate balance of the mouth's flora. This is where Oral7's unique enzymatic formula helps **BOOST** the benefits of saliva to help restore the mouth's sensitive bio-dome.

What is Saliva?



- Saliva is a clear substance primarily consisting of water that is secreted from the major and minor salivary glands.
- Saliva Contains:
 - Enzymes
 - Electrolytes
 - Small Organic molecules
 - Other Proteins
 - Constituents of Non-salivary Origin

What does Saliva do?

It PROTECTS & LUBRICATES

SALIVA PROTECTS

- A. Saliva has ENZYMES that *control and balance* bacteria.
- B. Saliva BUFFERS pH, keeping the mouth at a neutral level. If there is no saliva, the pH falls becoming more acidic. Acid dissolves teeth. *E.g. A tooth placed in orange juice will quickly start to demineralize.*
- C. Saliva CLEANS by *washing away* bacteria and food



What does Saliva do?

SALIVA LUBRICATES

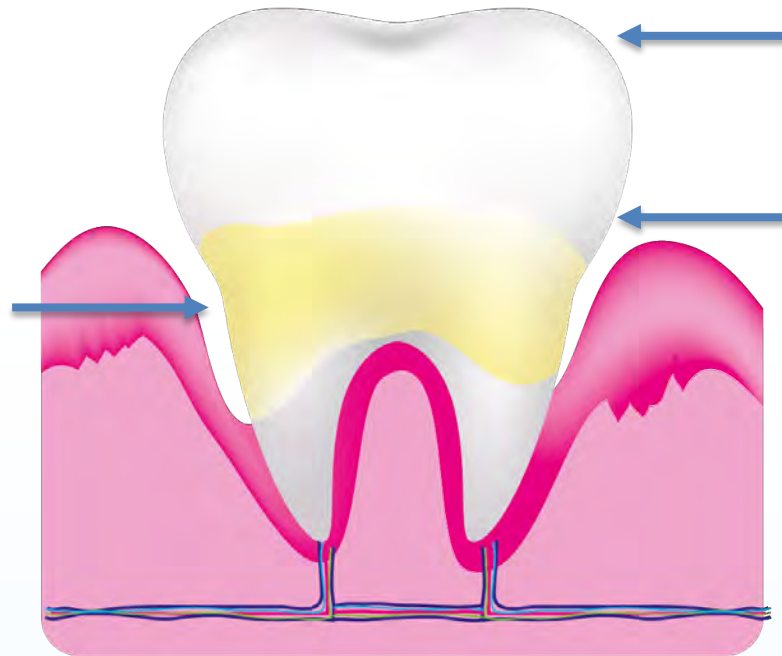
- A. Saliva has *long protein molecules* that are extremely slippery. (*i.e. Similar to the consistency of egg white*).
- B. Lubrication assists speaking, swallowing, cleansing, digestion and taste.



A Little Dental Background

*Bacteria Grows In a Low Ph
(High Acid) Environment*

The Dentin layer ends at the gum line. **IF YOU HAVE GUM DISEASE or receding gums**, bacteria can enter this **separated unprotected** area and attack the base of the tooth.



Dentin Layer: This *THIN* layer is porous and bacteria can hide and slowly eat away at this layer.

Enamel

Oral 7[®] Enzymes Naturally...

Control and manage the balance of bacteria in your mouth!

Help keep acidity down and create a natural antibiotic.

Remember...it's all about (bacterial) balance!

So what does the Oral7® formula do?



The Oral 7® formula replenishes missing essential **NATURAL ENZYMES** to **BOOST** the function of healthy saliva, thus keeping your mouth moist and balanced.



WITH
**Active
ENZYMES**

Always read the label. Use only as directed. If symptoms persist, see your healthcare professional.

Why Oral7® ENZYMES are so Successful...



Enzymes help the body balance bacteria levels in the mouth.

Bacteria, like all living things, produces waste. These include;

Lactic Acid – *Produced by bacteria through the breakdown of sugars - Attacking the tooth enamel.*

Hydrogen Peroxide - *a tissue damaging free radical.*

Salivary Enzymes attack these bacteria and manage their harmful impacts

Oral7 Contains 4 Powerful Salivary Enzymes

- **LACTOFERRIN:** Bacteria feed on Iron. Lactoferrin identifies an overabundance of IRON, *locks it up and starves the bacteria of needed food.*
- **LYSOZYME:** Destroys bacteria by cutting or splitting into their cell walls. This is known as a “Natural Antibiotic” of the body.
- **GLUCOSE OXIDASE:** Glucose Oxidase is an enzyme that acts on the glucose produced from food ingestion. It is included in the formulation to ensure the production of hydrogen peroxide. Glucose Oxidase needs Beta D Glucose to help recreate the salivary peroxidase system in the mouth. Glucose Oxidase uses the Beta D Glucose to create hydrogen peroxide – a vital component of the Salivary Peroxidase System. The remaining Alpha D Glucose is then converted to Beta D Glucose that is in turn used by Glucose Oxidase.
- **LACTOPEROXIDASE:** This is what is known as a **Free Radical Scavenger**. This is vital because as we know Free Radicals damage tissue. It works best at low PH, so a low PH (High Acid) would be the trigger for this enzyme. **Lactoperoxidase performs 2 very important jobs:**
 1. It **grabs** the free radical Hydrogen Peroxide (H2O2) and **combines** it to the Thiocyanate (a natural salt found in Saliva) and
 2. **creates Hypothiocyanite...a powerful antibiotic agent!**

Introducing the Oral7® Range...



- All products contain **Natural Enzymes** which help **BOOST** the functions of natural saliva & reduce the effects of **Dry Mouth** (Xerostomia).
Oral 7® is the **ONLY** product in Australia that contains this **Enzymatic formula!**
- Helps neutralize acid, therefore maintaining a **Neutral Balance** of pH7
- Helps to keep **breath fresh** & promote **healthy gums**
- Helps to clean away the bacteria associated with bad breath, sore gums, cavities, ulcers and plaque
- Naturally sweetened with **XYLITOL**.
- Oral 7 is a “**Pharmacy Only**” product

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ORAL 7
boost the benefits of your saliva

WITH
Active ENZYMES

Xylitol



1 Cleanse
*Oral 7®
Moisturising Toothpaste*

2 Balance
*Oral 7®
Moisturising Mouthwash*

3 Moisturise
*Oral 7®
Moisturising Mouth Gel*



1

CLEANSE

Oral 7® Moisturising Toothpaste

- ✓ Helps clean away the bacteria associated with bad breath, sore gums, cavities & plaque
- ✓ Low foaming, No Sodium Lauryl Sulphate (drying agent)
- ✓ With Xylitol, Fluoride and Calcium
- ✓ Can be used instead of your regular toothpaste





1

HOW TO USE

Oral 7® Moisturising Toothpaste

- Use small “pea size” amount of toothpaste.
- Following brushing wash mouth with water then rinse lightly with Oral 7® Moisturising Mouthwash.
- For best results, use first thing in the morning, after eating, and at bedtime.





2

BALANCE

Oral 7® Moisturising Mouthwash

- ✓ No alcohol + no menthol = no burning or stinging
- ✓ Re-balances the Oral bio-system with natural enzymes
- ✓ Helps keep breath fresh
- ✓ Helps promote healthy gums
- ✓ Helps clean away the bacteria associated with bad breath, sore gums, cavities and plaque



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2

HOW TO USE

Oral 7® Moisturising Mouthwash

Swish, Spit & Smile 😊

No need to rinse with water. Let the enzymes do their magic.

- Swish mouth with a capful of Oral 7® Moisturising Mouthwash for 30 seconds after brushing with Oral 7® Moisturising Toothpaste.
- If your throat is dry and coated with mucus, you may slowly sip the mouthwash (a capful up to 4 times a day).

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ORAL 7
boost the benefits of your saliva
Xylitol

3

MOISTURISE

Oral 7[®] Moisturising Mouth Gel

- ✓ Extra beneficial for Dry Mouth sufferers
- ✓ Up to 7 hours relief enables uninterrupted sleep
- ✓ Helps swallowing
- ✓ Helps soothe and protect gums
- ✓ Suitable for denture wearers and mouth breathers





3

HOW TO USE

Oral 7® Moisturising Mouth Gel

- Use whenever necessary to relieve dryness, particularly at night.
- Squeeze 1-2 cm of Gel on to index finger, place gel on tongue and use tongue to spread it around the mouth.
- If necessary, add an additional amount of gel onto affected areas, can be massaged into gums.
- Swallow excess gel to assist in throat lubrication.



New

Convenient On-the-go Relief

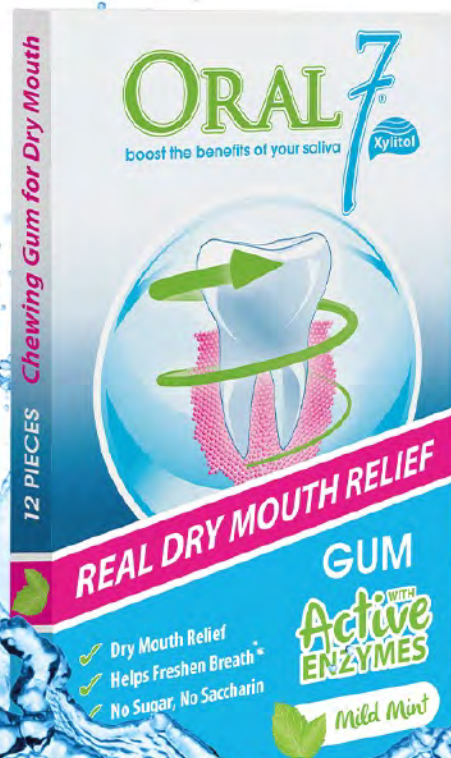
ORAL7[®]
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Xylitol

REAL
DRY MOUTH
RELIEF



GUM

- ✓ Dry Mouth Relief
- ✓ Helps Freshen Breath
- ✓ No Sugar, No Saccharin



WITH
Active
ENZYMES



Mild Mint

Always read the label. Use only as directed. If symptoms persist, see your healthcare professional.

New

Convenient On-the-go Relief

ORAL⁷
boost the benefits of your saliva
Xylitol

REAL
DRY MOUTH
RELIEF



SPRAY

- ✓ Dry Mouth Relief
- ✓ Helps Freshen Breath
- ✓ No Sugar, No Saccharin



Mild Mint



WITH
Active
ENZYMES



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What is DRY MOUTH - XEROSTOMIA



- Dry Mouth (Xerostomia) is an uncomfortable condition resulting from the reduction of saliva in the mouth.
- A dry mouth disturbs the mouth's natural flora, allowing pathogenic bacteria to flourish leading to bad breath, tooth decay, receding gums, gum disease and aphthous ulcers.
- Many people are not aware that they suffer from it.

Clinical Signs of DRY MOUTH



More than 25% of adults suffer from DRY MOUTH and the numbers are increasing significantly.

- Inflammation/Redness of gums
- Tissue appears tight and shiny
- Secondary Infections
 - Mucositis
 - Candida
- Sudden increase in caries
- Halitosis
- Painful, cracked lips
- Dry or sticky feeling in the mouth
- Difficulty swallowing
- Difficulty Speaking
- Loss of Taste

Dry Mouth

A number of different factors can cause the mouth to produce less saliva, upsetting the delicate balance of the mouth's flora:



DRY MOUTH - Causes



MEDICATION

1,800 (Non)Prescription Drugs
(Ref. Sreebny, L. M., D.D.S., M.S., Ph.D.,
“A useful source for the Drug– Dry Mouth
Relationship”, Journal of Dental
Education, Vol. 68, Nr. 1)

HYPOSECRETORY CONDITIONS

- AIDS
- Hepatitis C

SYSTEMIC FACTORS

- Rheumatic Conditions
 - Rheumatoid Arthritis
 - Systemic Lupus Erythematosus
 - Scleroderma
- Organic Diseases
 - Diabetes Mellitus
 - Hypertension
 - Cystic Fibrosis
 - Neurological Diseases

Many pregnant women experience swollen and bleeding gums caused by a build-up of plaque (bacteria) on the teeth. The hormonal changes that take place in the body during pregnancy can cause the plaque to make the gums more inflamed.

DRY MOUTH - Symptoms



Halitosis

Causes:

- Tooth decay
- Infections
- Sinus problems and nasal drips
- Reflux
- Retained or fermenting food debris
- Poor oral hygiene

Mucositis

Desquamation (painful inflammation & ulceration of the mucous membranes) of the oral mucosa: from patchy mild erythema to extensive open ulceration

- Burning, tingling tongue
- Problems with taste
- Difficulty chewing food

Linked to Sodium Lauryl Sulphate (SLS)

DRY MOUTH - Symptoms

Candidiasis

Colonisation of yeast on damaged tissue

- **Thrush** - white/yellow colonies or clusters with erythematous base.
- **Erythematous Candidiasis** – red patches on mucosa - tongue can lose usual surface texture.
- **Angular cheilitis** - fissure/sore at lip corners.

Bacterial Infections

Periodontitis, Abscesses, Pericoronitis (oral cavity can be a portal of entry for systemic infections)

- Difficulty **sleeping** due to thirst
- Difficulty with **speech**
- Difficulty **swallowing**
- Difficulty wearing **dentures/prostheses**

DRY MOUTH – Possible Indicators



- Dry throat
- Dry eyes
- Sandy, gritty feeling in eyes
- Blurred vision
- Burning sensations in eyes
- Daily use of eye drops
- Dry skin
- Change in sense of smell
- Vaginal itching, burning, dryness, a history of fungal infections
- Dry nose
- Mouth breathing
- Heartburn
- Constipation

All of these are strong indicators of Sjögren's Syndrome

CANCER PATIENTS



Oral complications occur in almost all patients receiving cancer treatments such as radiation therapy and/or chemotherapy.

By taking good care of your mouth, you can help to prevent serious oral complications.

Your mouth's major protective system comes from 3 pairs of salivary glands. These glands produce natural salivary enzymes such as Lactoperoxidase, Glucose Oxidase, Lactoferrin and Lysozyme which provide the mouth with the necessary antimicrobial protection naturally.

Cancer treatment can cause dry mouth or salivary gland dysfunction, increasing the risk of oral infections as well as compromising speaking, chewing and swallowing. Persistent dry mouth increases the occurrence of tooth decay, bad breath and gum disease.

CANCER PATIENTS



Dental clearance by a dentist is mandatory prior to cancer treatment.

Pre Cancer Treatment:

Begin brushing with **ORAL7® Toothpaste** at least twice daily and rinsing with **ORAL7® Mouthwash** even before treatment commences. Starting early boosts the mouth's natural defense system and helps to reduce the severity of the dry mouth related side effects of chemotherapy and/or radiation therapy.

During Cancer Treatment:

If the gums and mucosal linings are too sensitive, stop brushing but continue with the use of **ORAL7® Mouthwash**. To relieve serious dryness and discomfort, apply one inch or more of **ORAL7® Gel** to the entire mouth, surface of tongue and lips as frequently as required.

Post Cancer Treatment:

Resume gentle brushing with a soft toothbrush and **ORAL7® Toothpaste** as soon as possible. Continue with the use of **ORAL7 Mouthwash** and **ORAL7® Gel** to maintain good oral health.

DIABETES PATIENTS



Gum Disease and Diabetes

A pandemic of the modern world, the prevalence of diabetes is increasing across the world. Besides harming the eyes, nerves, kidneys, heart and other important systems in the body, diabetes can also cause serious compromise oral health.

Dry mouth, bad breath and gum disease develop in a large number of people with Type I, Type II and gestational diabetes. These problems can cause serious complications such as soreness, sensitivity, ulcers, infections, tooth decay and even tooth loss in serious cases of gum disease if diabetes is poorly managed.

DIABETES PATIENTS



Diabetes makes the mouth more sensitive to irritations and more prone to oral infections due to an overabundance of bacterial growth. This is because people with diabetes:

- have less saliva and therefore less of the salivary enzymes which provide the natural antimicrobial protection in the mouth
- have higher sugar levels in their oral fluids which serve as a food source to pathogens in the mouth
- tend to lose collagen in the gum tissue, hastening gum destruction
- experience interference with nutrition and healing in the gum tissue if diabetes is poorly managed.

HAND FOOT & MOUTH DISEASE

Oral7[®]'s Effective Management includes:

- Oral7[®] Mouthwash & Spray bottle
- Oral7[®] Moisturising Mouth Gel





Oral7® Mouthwash & Spray bottle

- Versatile in reaching oral lesions
- Easy application specially for young kids (most commonly affected)
- Convenient to use anytime and anywhere



Oral7® Moisturising Mouth Gel

The Oral7® Baby finger brush or a rubber glove is recommended for application of the Oral7® Gel if the spray is unavailable.





The Oral 7® range is naturally sweetened with Xylitol.

- A low calorie sugar substitute
- Naturally occurs in fruit, vegetables and mammalian tissue
- Proven anticariogenic properties
 - Reduces bacterial plaque from sticking to teeth
 - Reinforces our natural immunity

The Oral7[®] Benefits



1. Complete range based on highly accepted Enzymatic formula found extremely useful by “Dry Mouth” sufferers for over 25 years.
2. Produced in the U.K. under strict European Standards.
3. Oral 7[®] is a “Pharmacy Only” product range.
4. Oral 7[®] is currently growing at 29% Nationally and Globally.
5. Several large hospitals across Australia are now purchasing Oral 7[®] for internal use and recommending their patients continued use.
6. New and unique products to be launched later in 2019.

When to Recommend Oral7®



When patients present with:

- ✓ Bad Breath
- ✓ Aphthous Ulcers
- ✓ Tooth decay
- ✓ Receding Gums
- ✓ Gum disease
- ✓ Difficulty Speaking
- ✓ Difficulty Eating
- ✓ Sleepless nights
- ✓ Constant Thirst
- ✓ Dry Eyes

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When to Recommend Oral7[®]



People likely to be affected by Dry Mouth:

- **Cancer Patients...** ANY cancer, especially Head and Neck cancers.
- **Autoimmune Diseases...** such as MS, Parkinson's, Lupus and Sjogren's. People who have autoimmune diseases have a much greater difficulty in fighting infections. Therefore oral infections such as gingivitis need the extra care and control of the enzymes to fight bacteria.
- **Diabetes...** People with Diabetes cannot control the sugar levels. High sugar levels promote bacteria growth. ***SUGAR is FOOD for Bacteria!*** People with Diabetes also have a greater difficulty healing. Bleeding gums need extra protection that Oral 7[®] allows them.
- **Prescription Drugs and OTC medicines...** over 1800 over the counter medicines today cause dry mouth.

SELLING TIPS

Recommend with Confidence



- Ask customers what products they are currently using if they are experiencing any dry mouth symptoms.
- Try yourself – sample.
- Read product information provided.
- Feature strongly in the Oral Care Category.
- Price at RRP.
- Use POS material provided.
- Have an ‘off location’ Oral Care feature instore.
- Provide training for all staff including Pharmacists.

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Safety Advice and Usage



- Oral 7[®] has been used and recommended regularly in Australia, Asia, Europe and the USA in the last 5 years without any known reports of side effects.
- Oral 7[®] contains salivary enzymes found naturally in human saliva.
 - Lysozyme
 - Lactoferrin
 - Glucose Oxidase
 - Lactoperoxidase
- Oral 7[®] contains Glucose Oxidase which is not a sugar and is therefore safe for diabetics.
- The Oral 7[®] range of products makes up a COMPLETE ORAL HYGEINE ROUTINE that is designed to provide prevention and therapeutic relief for Dry Mouth sufferers. Each product mimics the immune boosting capabilities of saliva.
- Children under 6 years old should have adult supervision

Quiz Questions



- What makes the Oral 7[®] Formulation Unique?
- What are 3 symptoms to look for when recommending Oral 7[®]?
- Is Oral 7[®] best used as a complete Oral Care System?
- What drying ingredient is NOT in the Oral 7[®] Toothpaste?
- What ingredient has a drying effect in many popular mouthwashes, but is NOT in Oral 7[®]?
- Up to how many hours relief does the Oral 7[®] Gel provide?