



AP₂₄®

Oral Care System

Effective Oral Health Care

This booklet will provide you with some surprising facts about effective oral health care—and what's likely to happen in its absence.



Develop good dental habits so your teeth will last a lifetime.

Included are explanations about gum disease, which some researchers say is reaching epidemic proportions.

Along the way, you'll also learn about products that offer a totally integrated system of oral hygiene that's so pleasant, it's easy to develop good dental habits, which will help your teeth last a lifetime.

Oral Health: It's Time to Evaluate

Step One: Honest Answers to Personal Questions

- Do you brush your teeth every day? More than once a day?
- Do you floss regularly—at least three to five times a week?
- What about the rest of the day—do you do anything to clean your teeth and gums after meals and snacks?
- Do you visit your dentist to have your teeth cleaned twice a year?

Step Two: Risk Evaluation

If you answered no to two of the four questions, there's some good news and some bad news. The good news is you're in the mainstream; the bad news is you are a prime candidate for gum disease.

We all know we should brush after every meal and floss daily. Yet the truth is, for various reasons, most adults fail to comply with the basics of oral hygiene.

Even if you answered no just once, you may be at risk. Fortunately, reducing the risk of gum disease isn't hard to do.

Step Three: Decide Now to Reduce the Risk

The facts are sobering:

- *Most adults brush their teeth only once a day.*

Although the United States is generally considered to have a high level of oral hygiene awareness, the national average for toothbrushing is just 1.3 brushes per day.

- *Only about one in eight adults flosses regularly.*

Almost every household owns a dispenser of dental floss (or the small one the dentist handed out); however, it's usually in a forgotten corner of the medicine cabinet.

- *Most adults do little, if anything, to maintain oral hygiene throughout the day—especially after meals or snacks.*

We're all busy, and carrying a toothbrush and toothpaste isn't always practical.

- *Postponing that routine trip to the dentist has become a national habit.*

A little less than two-thirds of adults report having visited the dentist in the past 12 months.

Although dentists no longer have to extract many rotten teeth (those destroyed by cavities), not everyone will have a full set of healthy teeth in their golden years. In fact, it's estimated that in America alone, 30 million adults are toothless, and the number increases every year. Many more are partially toothless—primarily because of gum disease, not cavities.

Certainly, gum disease is not a feared killer, but it's not trivial. If left untreated, it can severely affect the quality of your life. The loss of teeth reduces an individual's ability to chew food by 75 percent. That means denture wearers have only 25 percent of their former chewing ability, which affects nutrition and overall general health. Denture products promise only one thing: to give you back a little of the comfort, security, and pleasure you enjoyed before gum disease robbed you of a precious personal asset—healthy teeth.

Most adults do little, if anything, to maintain oral hygiene throughout the day, especially after meals and snacks.

Step Four: Know the Enemy

Plaque and Gingivitis Are Sneaky

Plaque is a thin, sticky film that adheres to the tooth surface both above and below the gum line. Dental plaque is caused by microbes that live on food debris, sugars, and fermentable substances found in saliva. These plaque-forming microbes, along with other microbes, form acids and other substances harmful to the health of teeth and gums. Since plaque contains living microorganisms, it expands as it grows—forcing its way deep beneath the gum line. When plaque is allowed to accumulate, gums may become inflamed (red and swollen) and bleed easily. This condition is gingivitis—the earliest stage of gum disease. At this stage, it is still reversible.

Again, it's a classic good news/bad news story: the good news is you don't feel much pain; the bad news is your mouth can be unhealthy without you knowing it.

Unlike a tooth that throbs and aches when there's a deep cavity, gingivitis is usually painless. Unfortunately, except for occasional bleeding when brushing, most adults are unaware they have the condition. To make matters worse, problems stemming from plaque do not signal their whereabouts openly. Plaque is particularly fond of the areas behind your lower front teeth and between the back teeth, which usually aren't brushed or flossed effectively.

If an effective change in oral hygiene isn't made, gingivitis will lead to more severe forms of gum disease.

Generally, gum diseases (unlike the flu or common cold) do not interrupt our daily functions to the extent that we must stop everything to take care of them. And they're not killers. However, they are among the category of "opportunistic diseases" because they covertly attack otherwise healthy, clean-living adults by taking advantage of the general neglect of teeth and gums.

Major dental colleges urge their students and practicing dentists to defeat gum disease by educating dental patients and the public about the various forms of gum disease—all of which begin with bacterial infections caused by plaque.

Fighting Plaque

In order to fight plaque, it's critical to brush, wash, and floss your teeth regularly. The abrasive nature of toothpaste, in conjunction with the mechanical action of your toothbrush, dislodges plaque. Similarly, the swishing action of an effective mouthwash loosens and removes plaque from hard-to-reach areas that normal brushing does not reach. Flossing cleans the inter-proximal areas not reached by brushing and rinsing alone.

Prevention and Treatment

Dental medicine has evolved from the days when the main role of a dentist was to yank out infected teeth, to today's trend that emphasizes prevention rather than treatment.

Preventative dentistry is quite literally your best hope for overall improved oral health care. This requires an awareness of proven methods for preventing plaque and gum disease:

- Adequate amounts of fluoride, especially when young
- Regular, twice-a-year visits to your dentist for a thorough exam and professional cleaning
- Good personal oral hygiene procedures several times a day

Once you clearly understand the threat gum disease poses to the immediate and future quality of your life, you should be motivated to take the necessary steps to protect your teeth and gums.

The ultimate motivation is an awareness of the alternative: failure to prevent gum disease may eventually lead to edentulism, or complete tooth loss—and that's nothing to smile about.

The AP-24[®] Oral Care System

To provide greater protection against gum disease while suppressing the corrosive effects of harmful bacteria, scientists at Nu Skin have developed a revolutionary solution: the AP-24[®] Oral Care System. This scientifically advanced line of oral health care products features a patented plaque fighter and proprietary formulas licensed under eight patents.

When used as directed, the AP-24[®] system helps control cavities by battling plaque, minimizing the mouth's exposure to harmful bacteria that cause gum disease. And as AP-24[®] cleans your mouth, it leaves you feeling refreshed and invigorated.

AP-24[®] Technology

AP-24[®] is a patented, plaque-fighting agent of medical-grade dimethicone and surfactants (poloxamer 407 and poloxamer 338). The secret behind this innovative formula is ultra emulsion with high molecular weight dimethicone. Ultra (or melt) emulsion means that in the manufacturing process, the dimethicone and surfactant ingredients are heated and melted down. They are then mixed together and become bonded to each other. Additional ingredients are added to the cooled mixture, and the whole product stays in liquid form to be used by the consumer. The results are an increase in plaque prevention, along with teeth that feel smooth and refreshed.

AP-24[®] Anti-Plaque Fluoride Toothpaste

This cavity-fighting toothpaste with patented AP-24[®] technology helps prevent plaque buildup. The concentrated formula contains twice the cleansers of regular toothpastes. Its pleasant vanilla mint flavor leaves you with a clean, just-brushed feeling that lasts.

Order #01 111151 (6 oz.)

Recommended Daily Usage: Twice—after
breakfast and dinner.



AP-24[®] Anti-Plaque Breath Spray



With its tasty vanilla mint flavor, AP-24[®] Anti-Plaque Breath Spray was designed to keep your mouth feeling fresh throughout the day. Spray it on for a clean, just-brushed sensation when you can't brush. Contains plaque-fighting AP-24[®].

Order #01 111154 (1 oz.)

Recommended Daily Usage: After meals and snacks—anytime.

AP-24[®] Anti-Plaque Fluoride Mouthwash

Great for the whole family, AP-24[®] Anti-Plaque Fluoride Mouthwash fights plaque and provides anti-cavity protection without disrupting the naturally balanced microflora that are essential to a healthy mouth. This mouthwash provides long-lasting freshness without the negative side effects of alcohol.



Order #01 111152 (16.9 oz.)

Recommended Daily Usage: After brushing.

What Is Microflora?

Microflora refers to the bacteria ecology in your mouth. At any given time, there are several different forms of bacteria in your mouth. While some of these can be harmful, many are not. If you indiscriminately kill bacteria (which is what many other anti-plaque products do), you may disrupt the optimal balance of microflora in your mouth, which can have undesirable effects such as oral yeast infections.

Alcohol vs. Non-Alcohol

When formulating AP-24[®] Anti-Plaque Fluoride Mouthwash and Breath Spray, scientists addressed the controversy surrounding mouthwashes that contain alcohol. It was found that repeated alcohol exposure can be irritating to the soft oral tissues of the mouth. To remedy this problem, Nu Skin[®] scientists created water-based products that can be used multiple times throughout the day. You can feel completely confident when using alcohol-free AP-24[®] Anti-Plaque Fluoride Mouthwash and Breath Spray.



AP-24® Gentle Action Dental Floss

Easy on gums, AP-24® Gentle Action Dental Floss slides into hard-to-reach areas, expanding to help loosen and remove debris. It also delivers AP-24® to critical spots—between teeth and gums—to clean and freshen your mouth.

Order #01 111153 (38 yards)

Recommended Daily Usage: At least once a day.

Floss—New Gentle Expanding Action Technology

The function of dental floss is to remove plaque and debris found between teeth. Unfortunately, most people do not floss their teeth. Why? Flossing can be uncomfortable and tedious. But with AP-24® Gentle Action Dental Floss, flossing is easy. That's because each strand actually expands and retracts when stretched, becoming soft and fibrous. This enables you to capture and remove food particles from hard-to-reach places. At the same time, the floss delivers AP-24® to your teeth.

AP-24® Anti-Plaque Toothbrush

Utilizing a new patent-pending channel bristle technology, this toothbrush actually helps remove up to 15 percent more plaque than other round-bristle toothbrushes. It delivers and holds more toothpaste against teeth while you brush. Extremely gentle to gums, it also features a hand-friendly shape.



Order #01 111156 (3-pack)

Recommended Daily Usage: Twice—after breakfast and dinner.

New Toothbrush Technology

The AP-24® Anti-Plaque Toothbrush has the latest in oral care technology: patent-pending channel bristle technology. Its bristles are extruded as star-shaped fibers, allowing the brush to remove more plaque. Each star has five separate grooves, or channels, that run along the length of each bristle. These channels carry more toothpaste to the tooth's surface and have more plaque-removing capacity than bristles without channels. The gentle action on your teeth and gums is a difference you'll feel when you brush.

AP-24® Whitening Fluoride Toothpaste

This great-tasting toothpaste brightens and whitens. Featuring a proprietary formula that contains no harmful peroxides, AP-24® Whitening Fluoride Toothpaste will give you the smile you've always wanted by helping remove stains and control tartar.

Order #01 111155 (4 oz.)

Recommended Daily Usage: Twice—after breakfast and dinner.

Whitening Technology

New AP-24® Whitening Fluoride Toothpaste is formulated with a unique combination of ingredients that removes stains and whitens teeth without harsh abrasive action.

After extensive laboratory testing, this formula was shown to provide better whitening results than leading brands of whitening toothpaste.



The AP-24® Oral Care System— Complete Protection



Effective oral health care requires more than brushing in the morning and evening—it requires all day attention. Regular products don't provide the same level of protection as AP-24®. A complete system of products developed for the entire family, the AP-24® Oral Care System helps remove plaque and fight cavities throughout the day. It includes the following:

- AP-24® Anti-Plaque Fluoride Toothpaste
- AP-24® Anti-Plaque Fluoride Mouthwash
- AP-24® Gentle Action Dental Floss
- AP-24® Anti-Plaque Breath Spray
- AP-24® Anti-Plaque Toothbrush
- AP-24® Whitening Fluoride Toothpaste
- Travel-sized mouthwash bottle
- AP-24® Oral Care System brochure

Order #01 111150



Visit Your Dentist

Consistent, daily oral care is vital for maintaining healthy teeth. Visit your dentist regularly for checkups, cleaning, and education on proper brushing and flossing techniques. Quality daily care, together with regular visits to the dentist, will make a difference that lasts a lifetime.

Patent Protection

The AP-24[®] ultra-emulsion technology has been licensed under eight U.S. Patents:

#4,911,927	#4,950,479	#5,009,881
#5,032,387	#5,098,711	#5,165,913
#5,284,648	#5,538,667	

Other patents pending.

Provided by:



©1997, 2002 Nu Skin International, Inc.

Provo, UT 84601

01 100021 90007281/2