

New Aquafresh iso-active[®] foaming gel

Getting to the source of oral malodour

GlaxoSmithKline and its scientists at the Aquafresh Science Academy are constantly re-evaluating the way in which they think about oral care in order to create innovative new products for dental professionals to help patients with their oral care regimens.

Aquafresh iso-active[®] foaming gel, the latest addition to the Aquafresh Triple Protection toothpaste range, is a new product introduction with a unique gel-to-foam action. It has been shown to reduce the major components of oral malodour with a reduction in volatile sulfur compounds (VSCs) and two clinical trials have shown it to deliver a superior mouth clean compared with ordinary toothpaste*. [Bosma, McNab, 2008; Newby, Hickling 2008]

Aquafresh iso-active[®] also has a triple action formulation with fluoride to clean, freshen and protect against caries, while the activated foam contains thousands of microscopic bubbles that penetrate hard-to-reach places in the oral cavity and spread ingredients around the mouth. As well as removing significantly more debris and anaerobic bacteria from the oral cavity compared with ordinary toothpaste*, [Bosma, McNab, 2008] Aquafresh iso-active[®] delivers a greater reduction in levels of VSCs – a primary component of oral malodour – to provide long-lasting fresh breath. As part of a normal routine, the product was shown in one head-to-head clinical trial to reduce VSCs by up to 41% more than ordinary toothpaste* over a 7-hour period after brushing. [Newby, Hickling 2008]

Oral malodour is a common condition which can affect up to 50% of the population at some time. [Porter & Scully, 2006] Eating, drinking alcohol, oral hygiene and sleep are influencing factors, while digestive or metabolic disorders also play a role. [Porter & Scully, 2006; Kazor, 2003; ADA, 2003] However, for around 90% of people, the cause of their oral malodour originates in the mouth [Delanghe, 1997] and results from bacterial activity which produces VSCs such as hydrogen sulphide, and methyl mercaptan and dimethyl sulfide. [Tonzetich, 1977; Awano et al., 2002]

The launch of Aquafresh iso-active[®] is the result of an extensive R&D programme by GSK and the Aquafresh Science Academy. The product is delivered in a novel canister format and its gel-to-foam action is a result of the inclusion of isopentane, which responds to increases in temperature caused by the action of brushing and the warmth of the mouth. This relatively small increase in temperature produces a release of energy by the isopentane ingredient that stimulates the enhanced foaming action of the product. Generating twice the foam volume as ordinary toothpaste*, the activated foam formulation goes beyond the brush, spreads ingredients around the mouth and rinses clean away.

More follows/2...

2/...continued: New Aquafresh iso-active® foaming gel – Getting to the source of oral malodour

Two published head-to-head trials, which compare Aquafresh iso-active® with an ordinary toothpaste, demonstrate the product's superiority in two key areas and show how Aquafresh iso-active® foaming gel:

- removes significantly more debris, anaerobic and VSC-producing bacteria ($p < 0.0001$) than ordinary toothpaste* [Bosma, McNab, 2008]
- reduces VSCs by up to 41% more than ordinary toothpaste* over a 7-hour period after brushing. [Newby, Hickling, 2008]

These results were presented during a symposia entitled 'Addressing Oral Malodour' at the International Association for Dental Research (IADR/CED) Congress in September 2007. Highlights from the symposia can be accessed at: www.AquafreshScienceAcademy.com.

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Notes for editors:

*Studies compared Aquafresh iso-active® with a commercially available triclosan-containing dentifrice or gel dentifrice. Aquafresh iso-active® is a registered trademark of the GlaxoSmithKline group of companies.

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