

**WE HAVE WHAT IT TAKES  
TO HELP.**

**S. M. Bloom BA, DDS Owner**

After graduating from Queens University and working as a Chemist for the National Defense Department in Ottawa, Marlene enrolled in The Faculty of Dentistry, University of Toronto, and has been engaged in the practice of dentistry in Thunder Bay since 1968. She is a Past President of the Thunder Bay Dental Society, a Past President of the Arthritis Society, and served for nine years as a member of the Board of Governors of Lakehead University, including six years on the Executive Council.

**L. McKeown RDH, MA  
Research & Clinical Director**

Lynda graduated from Lakehead University with a Master's degree in Sociology. She has received several research fellowships and awards and has presented research papers at National and International Conferences. Presently she serves on the Federal Dental Care Advisory Committee.

**OUR CLIENTS USED TO HAVE  
BAD BREATH PROBLEMS.**



**NOW FRESH AS A DAISY**

**BAD BREATH:**

- e **Does it affect your life?**
- e **Cause you anxiety?**
- e **Impair your social relations?**

**Want more information?**

**Call (807) 346-6468**

**or visit**

**[www.oralcare.ca](http://www.oralcare.ca)**

# Breath Odour Clinic

*“What we do will take  
your (bad) breath away.”*

68 N. Algoma Street  
Thunder Bay, Ontario  
P7A 4Z3  
Tel: (807) 346-6468



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At the **BREATH ODOUR CLINIC** we assess and treat breath odour problems.

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### **CAN'T GET RID OF BAD BREATH PROBLEMS...?**

We can. Because the Clinic specializes in the detection and treatment of Bad Breath. Our staff has expertise in the area of bio medical sciences, nutrition and oral malodour. And our clients are looked after with expert care and sensitivity. We understand the emotional hindrance that can result from bad breath problems.

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### **WE KNOW LOTS OF PEOPLE WHO USED TO SUFFER FROM BAD BREATH.**

In fact, up to 60% of the population suffer from oral malodour, many finding it a chronic condition.

Our clients gain self confidence knowing their breath is fresh.

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### **FIRST, WE ASSESS IT.....**

We start by getting to the root of the problem. There are many sources of oral malodour and our first job is to discover which one or ones are causing our client's problem.

The most common cause results from bacteria present in the mouth, sinuses, throat and lungs. It's this particular bacteria that feeds on the protein in the saliva and tissues, producing large amounts of sulphur products. Other sources of oral malodour are:

- e Stress
- e Medical Conditions
- e Certain drugs
- e Xerostomia or chronic dry mouth
- e Hunger or specific foods
- e Hormonal changes

Even, subjective halitosis exists. This is a condition where an individual believes they have an unpleasant odour, however, this so-called odour is not detectable to others.

### **THEN WE TREAT IT**

The first appointment involves a detailed discussion of the problem which is then followed by our assessment program. This consists of:

- e The measurement of mouth and nose odour
- e Evaluation of medical history
- e Bacteriological testing
- e Diet analysis

At the second appointment results of the treatment period are discussed, then followed by a re-assessment. We are then able to make the appropriate treatment adjustments and address concerns and recommendations in detail.

Recare appointments are recommended after 12 months in order for us to check on our client's progress and allow us to re-evaluate protocol.