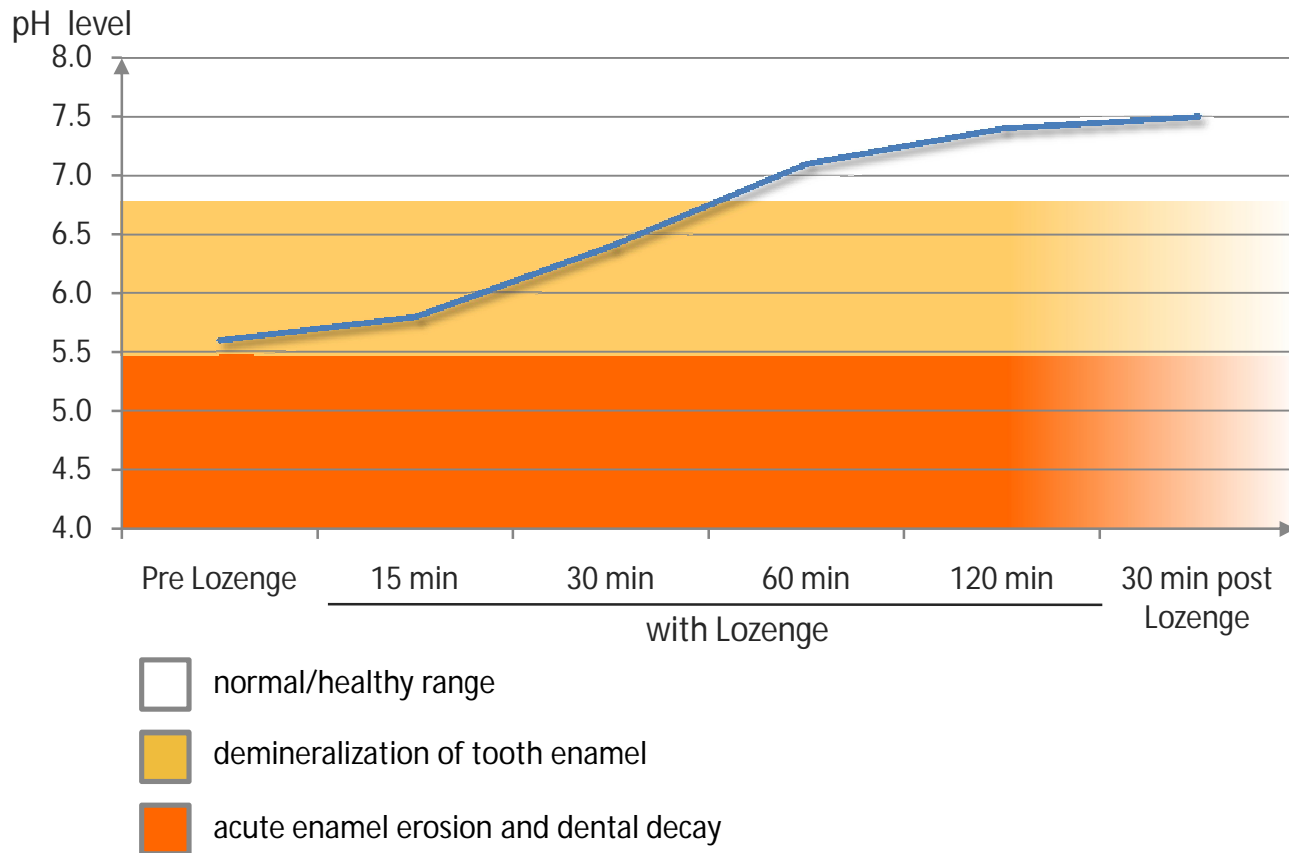


# ORAL pH STUDY

- We are just now learning to appreciate the role pH plays in oral hygiene. To maintain optimal oral health the pH level needs to stay in the neutral range (above 6.8) and should not drop into the acidic range (below 6.8) where it can demineralize tooth enamel or cause dental decay.
- In a clinical study, our lozenge<sup>1</sup> started to raise oral pH from acidic to neutral within minutes of product use. In addition, when the neutral pH level was achieved it was maintained for a prolonged period of time, even after the lozenge was removed.



1) Lozenge tested was Salese. Dentiva contains identical pH buffering ingredients as Salese