



SYDNEY HOLISTIC  
Dental Centre



Dr. Ron Ehrlich

**MEDIA RELEASE – EMBARGOED Thursday, 30<sup>th</sup> October 2014**

## **Bad breath scares Aussies into silence**

Australians are living in fear of having bad breath, with almost three quarters (72%) of Australian adults scared of having unpleasant smelling breath, reveals research conducted by The Digital Edge on behalf of the Sydney Holistic Dental Centre.

Despite the overwhelming majority experiencing chronic fear of bad breath, 1 in 5 Australians (20%) would never tell another person they had unpleasant breath, even though 93% of Aussies have experienced bad or unpleasant smelling breath from another person.

“As scared as people are of having bad breath, people are often equally afraid of telling somebody else that their breath is less than fresh,” says Dr Ron Ehrlich, holistic dentist and Co-Founder of the Sydney Holistic Dental Centre. “What many people don’t understand is that the mouth is the gateway to other areas of the body, and bad breath can be a key indicator of serious health issues affecting other organs.”

“Sweet smelling unpleasant breath could indicate diabetes, breath that has a rotten-egg type odour could indicate liver problems and breath that has a fishy scent could prove that there is a problem within the kidneys. Bad breath is most often a build up of biofilm and bacteria, however there are sometimes more sinister things at play within the body,” said Dr Ron.

While bad breath is a topic that needs to be discussed freely, there is a huge divide between men and women and bad breath honesty. Women are more likely to be honest with their spouse or partner about experiencing unpleasant breath (61%) compared to their male counterparts (51%), and the same goes for honesty about this issue amongst family members (61% vs. 52%).

Men are more likely to tell the truth to their friends (38% vs. 27%), acquaintances (13% vs 3%) and colleagues (22% vs 8%) and give them a nudge when their breath needs a helping hand. Service providers, including doctors and accountants, fare worst of all for both men and women, with just 8% of men and 3% of women willing to fess up and tell them that their breath is on the nose.

“Silence is deadly when it comes to bad breath. Australians need to understand that health issues are at stake and this conversation should be welcomed and encouraged between those nearest and dearest to us. There is always a solution, remedy or treatment for bad breath and shying away from this discussion means you are further away from identifying the cause and banishing bad breath for good,” concluded Dr Ron.

**ENDS**

**Media Info: Soraya Calavassy / AC Agency / [soraya@acagency.com.au](mailto:soraya@acagency.com.au) / (02) 9356 4700 / 0434 612 018**

### **ABOUT DR RON EHRLICH**

Dr. Ron’ as he is affectionately known, is one of Australia’s leading holistic health advocates, educators, a broadcaster and a holistic dentist. For over 30 years his health model of how stress affects our health; breaking stress down to emotional, environmental, nutritional, structural and dental stressors has been highly regarded both in Australia and worldwide. Dr Ron co-founded his private practice at the Sydney Holistic Dental Centre in 1983 where he has explored the many connections between oral and general health.