**Media Contact: For Immediate Release:**

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**<Clinic or Dentist’s Name> Now Using a Revolutionary Gum Disease Treatment System That is Guaranteed to Work**

**<City, State/Province – Date –** More than 80%% of North Americans have some form of gum disease, which if left untreated, can lead to tooth loss and cause or contribute to a variety of medical conditions such as heart disease, diabetes, Alzheimer’s Disease, rheumatoid arthritis and certain forms of cancer.

Dr. <Name> and the team at <Clinic Name> are determined to change this statistic one patient at a time. That’s why they have become one of the first dental offices in the area to become an OraVital® Certified Clinic and to participate in the OraVital® System Results Guarantee.

The key to this ground-breaking guarantee is the patent-pending and painless protocol developed by Canadian oral health innovator OraVital Inc., which consists of advanced and affordable microbiology tests, which guide the dental clinician in prescribing the correct regimen of OraVital® Antibiotic Rinses (instead of commonly-prescribed antibiotic pills that often have side-effects) to effectively control the harmful bacteria that cause gum disease and breath odor.

The OraVital System also includes a unique patient home care regimen designed to keep harmful bacteria under control. According to Dr. <Name>, “When used by our specially-trained and certified dental team on patients who carefully follow our recommended gum and home care instructions, the OraVital system will predictably control the oral infections that cause gingivitis and mild to moderate periodontal disease.” \*

Under the terms of the guarantee, if despite following the clinically-proven\* OraVital System Protocol, there is not a noticeable improvement in the patient’s oral health, which is defined as an 80% reduction of bleeding and a 79-84% reduction of gum pockets that were 6 mm or less at the beginning of therapy, the patient will be re-tested and re-treated one additional time free of charge, while under the careful guidance of an OraVital® Clinical Coach who will be assigned to < Clinic Name> and its patient.

“There are some patient eligibility requirements for the guarantee\*\*,” adds Dr. <Name>, “For example, if a patient has uncontrolled diabetes, which can seriously impact their oral health, they will be advised to see their physician first to get it under control before we begin treatment with the OraVital System.”

Poor oral health has been proven to have a negative effect on a patient’s overall health. With new research being published almost daily linking exposure to high risk periodontal bacteria to serious medical conditions such as heart disease, arthritis, Alzheimer’s disease, rheumatoid arthritis and certain forms of cancer, it’s more important than ever for gum disease to be diagnosed accurately and treated effectively.

In other words, gum disease is a medical condition that only dental clinicians can treat. Dr. <Name> and his team are uniquely qualified to treat gum disease because they are trained and certified on the OraVital System and are participating in the OraVital Results Guarantee. If you have any signs of gum disease, such as bleeding when brushing or flossing, swollen or red gums, chronic bad breath, receding gums, loose teeth, or a persistent bad taste in your mouth, call <Clinic Name> at <Clinic Phone Number> or visit [www.ClinicURL.com](http://www.ClinicURL.com).

**About <Clinic Name>**

< Add shortened version of “About Us” from clinic web site. >

\* Data available on request

\*\* Guarantee terms and conditions available on request.