

Beautify Your Teeth!



with
LISTERINE

Zellies Complete
Mouth Care
System

Dr. Ellie Phillips, DDS
www.zellies.com
Dental Health for everyone

Note to Readers:

Dr. Ellie Phillips is not affiliated with any of the manufacturers or distributors of Crest, CloSYS, Listerine, or ACT.

BEAUTIFY YOUR TEETH WITH LISTERINE

Table of Contents

About Listerine®	1
History of Listerine®	2
How are Your Teeth?.....	2
Tooth Enamel is Very Delicate	3
Acidity Softens Teeth	4
The Balance of Dental Health	5
Zellies Complete Mouth Care System.....	6
The Power of Xylitol.....	9
Bleaching Advice	10

Zellies Complete Mouthcare System

This amazing system was developed by Dr. Ellie Phillips, DDS. Now anyone - even uninsured people or those who fear the dentist, have a way to keep their teeth cleaner, stronger and healthier. You need to follow directions carefully, but the products can be found in drugstores across the U.S.A.

This system will make your teeth feel “just been to the dentist” clean every time you use it. Over time, they will shine with health no matter your age or the state of your teeth today.

About LISTERINE®

Did you know that LISTERINE® mouth rinse can be used to beautify and naturally whiten teeth?

Listerine is an important part of the Zellies Complete Mouth Care System. This system can be used to make your teeth stronger, healthier, and whiter.

Beware! Disinfect your toothbrush every day.

Keep your toothbrush clean and germ free. Swish your brush in a small cup of LISTERINE® then rinse with tap water and air dry each day.

LISTERINE® is not just another mouthwash. It stood up to rigorous ADA clinical criteria for safety and effectiveness and is an important middle stage in the Zellies Complete Mouth Care System. Only use LISTERINE flavors that carry the ADA seal of acceptance on the label (not whitening, advanced or tartar control, please!)



History of LISTERINE®

LISTERINE® Antiseptic has been killing germs for over a century. In 1865 English physician, Sir Joseph Lister, used it as an effective disinfectant for surgical procedures. LISTERINE can protect your teeth and gums from disease and the benefits come mainly from the oils eucalyptus, menthol and thymol.

How are your teeth?

Do you have sensitivity? Bad breath?

Worn or weak teeth? Cavities or discolored teeth?

While there is no dispute that LISTERINE® is a great mouth rinse, you should be aware that it is acidic (pH 4.2). Acidity can lead to worn or weak teeth, bad breath, cavities and enamel damage over time. Use LISTERINE for its benefits but avoid its dangers. **Use it as part of Zellies Complete Mouth Care System.**

"I've been using the Zellies system and I'm utterly convinced. My mouth has never felt so clean, and my teeth are loving every moment."

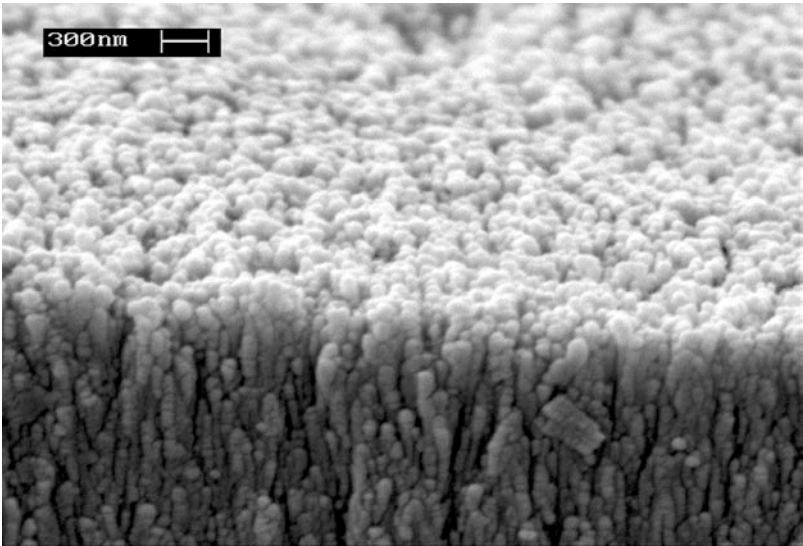
Pam
Rochester, NY



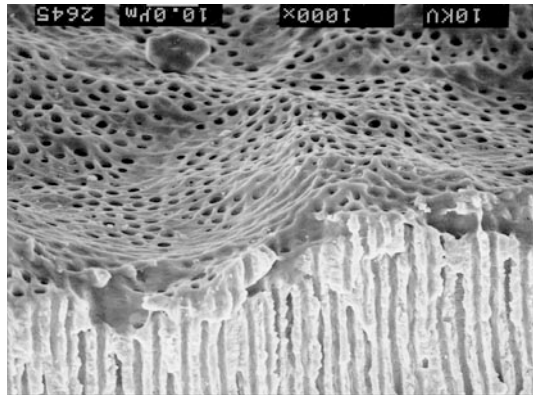
Tooth enamel is very delicate and easily softened.

The outside of your tooth is not as hard as you think.

Enamel is a living membrane. it can be easily softened by acids.



Acids can dissolve minerals from teeth and form holes or pores in the surface of the enamel.



Acidity Softens Teeth

ACID + DRY MOUTH =

Sensitivity, bad breath, worn and weak teeth, cavities and discolored teeth.

Mouth dryness and acidity provide the perfect conditions for softening and damage of teeth.

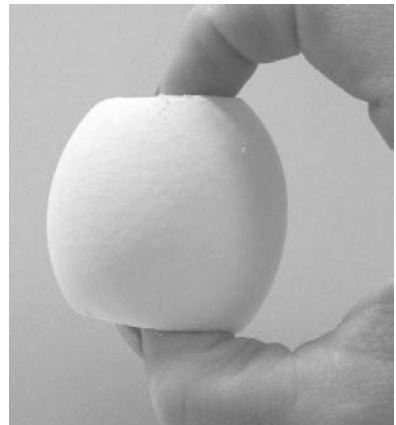
“We tested our salivary pH after a long training session and found it very acidic. Just a couple of Zellies put us back into the safe zone. It is a whole new way to protect our teeth.”

Chrissie and Maurice,
Athletic Coaches

Look what happens to an egg allowed to soak in acidic liquid for a day.



The outside shell softens so completely it was easily rubbed away and disappeared leaving the soft weak membrane layer.



This can happen to a tooth in an acidic mouth or if something acidic is left on teeth.

The Balance of Dental Health

Strengthen Your Teeth

Certain mouth rinses when used in a proper sequence can strengthen teeth. This is most important at night because your mouth is most at risk for dryness and acidity.

Protect Your Teeth

ZELLIES COMPLETE MOUTH CARE SYSTEM



XYLITOL...

AFTER MEALS, ANY TIME, EVERY DAY

Clean, Strengthen and Protect

"I used the program last night and this morning and it is pretty incredible, the difference in the way my mouth felt afterward. It felt completely clean instead of just clean."

Kristin
Rochester, NY

zellies

COMPLETE MOUTH CARE SYSTEM

This system can strengthen, clean and protect adult teeth from cavities and gum disease.

Use these special rinses in this specific order, two or three times a day.

To stop and even heal cavities combine this system with Zellies products containing 100% xylitol. For more information about xylitol visit www.zellies.com.



Important message:

1. You may recognize the rinses but this is a **RADICALLY NEW** WAY to use them, and gives **RADICALLY NEW** results.
2. Use this system twice or three times a day. Always use before bed - since most tooth damage happens when you are sleeping.
3. Follow our instructions, **NOT** the directions on the product labels.

STEP ONE - CLEAN

CLOSYS™ can prepare your teeth for brushing and creates a neutral pH in the mouth.

If your mouth is acidic your teeth will be soft and more easily damaged by the abrasiveness of the toothpaste.

BRUSH your teeth thoroughly.

Use a Zellies toothbrush or find one with a head that fits the size of your mouth. Zellies brush is not too hard, not too soft - just right.

Use Regular Crest toothpaste

AVOID whitening, tartar or plaque control products, you do not need the extra chemicals.

Don't forget your front teeth (at gum level). People often "turn their wrist" as they brush and forget these teeth.

Brush the gum on the inside of back molars (along the side of your tongue)

Brushing can make gums bleed, but this is part of the healing process. (Gently brush the area that bleeds, rather than avoiding it.)



STEP TWO - Freshen/Strengthen

Rinse your mouth with LISTERINE®

Don't worry about the alcohol or that it is acidic, you will be rinsing it off your teeth in the next step.

Use Original, Cool Mint or Citrus

Simple is better - AVOID Listerine products that have whitening, plaque or tartar-control formulas.

Always look for the ADA seal of approval.



STEP THREE - Protect

Finish with ACT FLUORIDE RINSE.

The fluoride rinse should remain on your teeth for as long as possible to help remineralize and strengthen your teeth.

Use a fluoride rinse before bed, so your teeth will strengthen while you sleep.

Choose original ACT in mint, cinnamon or bubblegum flavors.

AVOID ACT x2 that contains alcohol and store brand fluoride rinses that are not equal in effectiveness.



AFTER MEALS, ANY TIME

Eat Zellies with 100% xylitol after meals, snacks or anytime to protect and strengthen your teeth.

Studies show that eating a little Xylitol each day (6-10 grams) will remove harmful germs from your mouth and help repair and strengthen teeth.

Learn more about Zellies and order at www.zellies.com



The Power of Xylitol

Xylitol is delicious and is found in fibers of fruits and vegetables. Xylitol was used in diabetic treatments over 100 years ago. Birch wood was the original source of commercially produced Xylitol in the 1940s and this remains a premier source today. Xylitol has been used in Europe for baking, cooking and to sweeten coffee and tea since World War II.

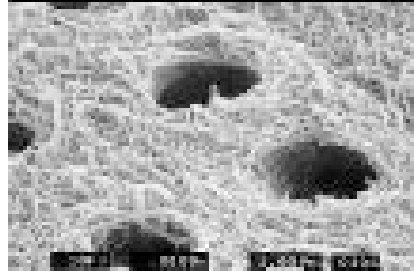
During the 1950s it was discovered that Xylitol could prevent ear infections in children. Hundreds of studies have confirmed the safety and health benefits of Xylitol. In the U.S. military, Xylitol gum is used by the troops to protect their teeth. To learn more visit PowerOfXylitol.com



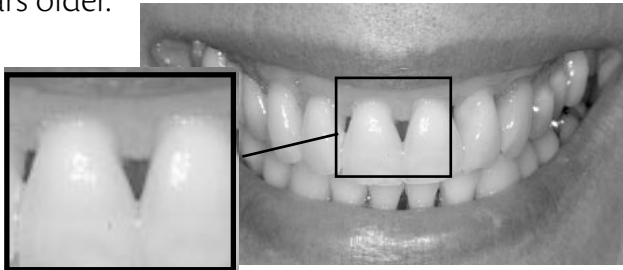
The Truth About Bleaching

Bleaching may seem like a harmless thing to do and there are many tempting products available. Unfortunately, bleaching can leave your teeth porous and make them more vulnerable to staining.

Bleaching can permanently damage enamel and long term effects on teeth are unknown. Hydrogen peroxide is in most bleaching products and may damage gums so quickly and so badly that they never grow back normally again. Rinses containing hydrogen peroxide and home bleaching kits may be the most dangerous.



When gums are damaged they shrink back and expose areas of the root leaving dark, empty areas between teeth which are not attractive and where food can get stuck. . Not only does this make teeth sensitive, but it has an “aging” effect, making you look years older.



Use the Zellies Complete Mouth Care System for six months and your teeth will be cleaner, whiter and shinier without bleaching at all.

COMPLETE MOUTH CARE SYSTEM CLEAN WHITE TEETH



XYLITOL... AFTER MEALS, ANY TIME, EVERY DAY

Clean, Strengthen and Protect

CLEANWHITE TEETH.COM

585-272-1270

ELLIE@CLEANWHITE TEETH.COM

Ellie Phillips, DDS



Dr. Ellie Phillips specializes in preventive dental care. She has experience with geriatric, special needs and developmentally disabled patients. Dr. Ellie was in private practice and particularly enjoyed working with the fearful and phobic.

Dr. Ellie is a member of:

- A member of the American Dental Association
- A member of the New York State Dental Association
- A member of the American Academy of Pediatric Dentists
- A graduate of Eastman Dental Center, Rochester, NY with qualifications in pediatric and general dentistry.
- Honorary member of the Eastman Academy, University of London, England.

Dr. Ellie was:

- Pediatric outpatient clinic director at the Eastman Dental Center
- A faculty member at the University of Rochester.

Dr. Ellie has lectured to dental and medical professionals on ways to identify and prevent tooth decay for babies, children, and adolescents. She teaches how tooth decay and gum infections are preventable and how xylitol can improved oral health for everyone, regardless of age.

Dr. Ellie is the mother of five and lives in upstate New York.