

## New CariFree Website Increases Patients' Dental IQ: This Is Not Just Your Average Shopping Cart

Albany, Oregon (CariFree) August 25, 2008 - CariFree is a new approach to cavity prevention including assessing risk factors for decay and using products that will treat the bacterial infection, dental caries, that causes it. CariFree's new website offers [free personalized cavity risk assessment](#) by experts and customized recommendations for products, now available online, that will address these individual dental needs. The website offers an in-depth opportunity for people, regardless of their previous dental knowledge, to educate themselves on issues affecting them personally, their children, or someone they care for.

The CDC reports that dental decay is one of the most prevalent diseases in the U.S. affecting 68% of kids by the time they are 19. 27% of adults ages 20-39, 21% of adults ages 40-59, and 19% of adults ages 60+ have untreated dental caries.

Traditional caries management has included drilling and filling the decay caused by the dental caries infection. This approach, which many people have been subjected to, has little to do with whether future cavities will form. By addressing the bacterial infection, as well as risk factors creating susceptibility to the infection, many patients across the U.S. are experiencing being cavity-free for the first time in their lives.

CariFree has been available to patients through their dentist from approximately 600 dental offices in the U.S. as well as offices in Canada, Mexico, Spain, Denmark, the UK, Australia, and New Zealand. Through the CariFree website, [www.carifree.com](http://www.carifree.com), it is now obtainable by anyone desiring this revolutionary new level of dental care.

CariFree was developed and influenced by the world experts in dental caries research and treatment including Dr. V. Kim Kutsch, Dr. Doug Young of University of Pacific, Dr. John Featherstone of UCSF, Dr. Graeme Milicich of New Zealand, and Dr. Philip Marsh of the UK. The goal of the new CariFree website is to bring access to care previously reserved for "those in the know," to every person who would benefit. The excitement will come in watching the average person become someone "in the know" and seeing a decline in our countries most common disease.

Once at the CariFree website patients can learn about the issues affecting them from cavities, tooth loss, bad breath and dry mouth, to hot topics in dental news including fluoride, xylitol, and pH. Once a relative dental expert, the confidence to choose products based on current science will be trouble-free. Need help? Submit a question through the website for a personalized response or pick up the phone and assistance is at your fingertips. CariFree's motto: [We're here to help!](#)

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