

# Background & History of the Breath Blaster™

## The Original Idea

My name is John Porter and I am the inventor of the Breath Blaster™. For many years I have been using an ordinary toothbrush dipped in mouthwash to freshen my breath. I had tried many of the top selling gum and mints only to find that after the gum had lost its flavor or the mint had been dissolved, my bad breath inevitably returned, usually worse than before. Then one day, while traveling in my car to the airport, I was opening the container of mouthwash and spilled the entire contents of the bottle down my shirt and onto my lap. I spent the entire trip wondering why no one had created a convenient way to brush teeth on the go that did not require:

- A. dipping a toothbrush into an open bottle of mouthwash, or
- B. carrying a toothbrush and toothpaste or access to running water and sink to rinse.

I decided to solve this problem and began formulating the concept for the Breath Blaster™. Although the process had officially begun, it would take many steps to fully develop this idea into a product that would actually compete against gum and mints.

## Research and Patent Filing

Within a matter of months, I had developed designs, researched prior patents, conducted small focus groups, and retained the intellectual property firm, Kenyon & Kenyon, to assist me through the patent registration process with the U.S. Patent & Trade Office. After the patent was approved (protected by [United States Patent: 6,669,390](#)) in the U.S., we also filed and received patent approval abroad in countries including China, Japan, India, all of Europe, and Canada. Since that time, my team and I have been working on the final production design process as well as developing an effective all natural mouthwash formula to atomize onto the bristles.



## Breath Blaster, LLC

Breath Blaster, LLC was created in January 2006 to complete the initial production and to officially launch the product. We have prepared a press release that will be issued once the first shipments begin arriving from the factory in March, 2006. The LLC will then introduce the Breath Blaster™ to a few select companies already operating in the oral care market in order to secure a licensing agreement. We will then begin developing additional personal and oral care products already in the early planning stages.

	Brushing	Gum/Mints	Mouthwash	Other	No response
When you are at home, what do you use to freshen your breath?	98%	1%	1%		
When you are away from home, what do you use to freshen your breath?	10%	85%	4%	1%	
Which method do you think is more effective?	100%				
	Convenience	Yes	No	Other	No response
Why do you use different methods at home versus when you are away?	90%				10%
If a convenient way to brush your teeth when away from home was commercially available, would you purchase it?		95%	5%		
	All	3/4	Half	1/4	None
How much of your current annual gum & mint purchases would you redirect to such a product?	1%	4%	50%	40%	5%

Conducting the informal focus groups proved to be very informative as we needed to gauge the public's interest in such a product. The above chart lists the questions asked as well as the responses from each of the 100 participants.