

**FOR IMMEDIATE RELEASE**

## **Plaque Slayer Unleashes Dragon's Breath: A Fiery New Weapon in the War Against Bad Breath and Oral Grime**

**DETROIT, MI - February 26, 2026** – Plaque Slayer, the unapologetically fierce innovator in oral care, today announced the launch of Dragon's Breath, a revolutionary new product designed to arm individuals with unshakeable confidence in every high-stakes moment. More than just a toothpaste and mouth spray, Dragon's Breath is engineered to be a critical lifestyle asset for those who refuse to let bad breath or oral grime undermine their ambitions.

In today's fast-paced world, where every interaction can define success, the insidious threat of bad breath remains a significant confidence killer. Plaque Slayer recognizes that people prepare relentlessly for victory, only for one small slip—a moment of oral insecurity—to derail everything. Dragon's Breath enters the fray as the ultimate counter-attack, empowering users to conquer any situation, from intense boardroom battles to exhilarating social encounters, without hesitation.

"Plaque Slayer was forged to eliminate insecurity and empower people to show up fully, every single time," stated Alex Carter, Co-founder of Plaque Slayer. "Dragon's Breath is the latest manifestation of that vision. It's not about gentle cleanses; it's about a primal, aggressive defense that fortifies confidence. We built this weapon for those who demand relentless performance and refuse to compromise on their ability to dominate."

Dragon's Breath is an innovation engineered for maximum impact. Its high-octane formula delivers a unique heat-activated clean, fueled by a microdose of chili warmth, instantly followed by a refreshing orange-guava flavor. This aggressive yet invigorating experience ensures immediate freshness when it matters most—be it after a rigorous workout, a bold culinary adventure, or a pivotal meeting. The scientific formulation includes capsicum extract for its distinct thermal sensation, citrus terpenes to obliterate odors at their source, and a nano-hydroxyapatite complex to fortify enamel against daily assaults. Available as a refillable toothpaste and an instant-action mouth spray, Dragon's Breath ensures rapid deployment against bad breath wherever the fight takes you.

"We engineered Dragon's Breath to be an unyielding force against the enemy: bad breath, plaque, and grime," commented Dr. Evelyn Reed, Head of Product Innovation at Plaque Slayer. "This isn't a passive clean; it's an active hunt. The heat-activated technology, combined with our potent flavor profile and enamel-fortifying complex, ensures that every application is a decisive strike. We've created a weapon that not only eradicates but also empowers, leaving no room for doubt or hesitation."

Plaque Slayer's Dragon's Breath is now available for purchase on Amazon and through the official Plaque Slayer website.

### **About Plaque Slayer:**

Plaque Slayer is not just a toothpaste—it's a weaponized force against bad breath and dental grime. Fierce, bold, and relentless, it exists to restore confidence and control so you can put your best foot forward.

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