

1. Home Page

Intro / Hero Module

Headline: DRAGON'S BREATH: ROAR BACK. CONQUER ALL.

Body: Bad breath lurks. It ambushes your moments. It steals your roar. No more. Plaque Slayer unleashes DRAGON'S BREATH. A searing weapon. A mouth-scorching declaration of war against every enemy hiding in your maw. Taste the fire. Feel the heat. Then, unleash your fury.

Kill With Confidence

Headline: SMITE DOUBT. SEIZE THE MOMENT.

Body: The enemy stalks you. Whispers of insecurity. Fear of the close-up. Dragon's Breath incinerates those doubts. It's not just a clean; it's a battle shield. Step into the arena. Own the handshake. Devour the conversation. Every social moment is YOUR territory. Kill with confidence. Dominate the day.

2. Product Page

Clear Articulation of the Problem + Dragon's Breath as Solution

Headline: THE BATTLE IS REAL. YOUR WEAPON IS HERE.

Body: Bad breath. Plaque. Grime. These aren't just annoyances. They're saboteurs. They wreck dates. They silence ambition. They let your enemies—like HENCH STENCH and PLAQUE JACK—win. Your old toothpaste? A butter knife in a gunfight.

Dragon's Breath is the tactical nuke.

- **HEAT-ACTIVATED FURY:** A chili warmth that ignites on contact. Capsicum extract. Feel the burn. Feel the victory.
- **ODOR ERADICATION:** Citrus terpenes, a lethal strike force. They don't mask. They annihilate.
- **ENAMEL FORTRESS:** Nano-hydroxyapatite complex. Rebuilds your armor. Tooth by tooth.
- **FORMULATION:** Available as a refillable toothpaste and mouth spray. Arm yourself, reload, and stay locked and loaded.

Social-Moment Framing

Headline: YOUR MOUTH. THEIR DESTRUCTION.

Body: Every word you speak. Every smile you flash. It's a power play. Dragon's Breath ensures you're always the predator, never the prey. That job interview? Conquered. That first kiss? Incinerated with passion. The

boardroom? Your fiery decrees echoing. This isn't oral hygiene. This is social domination.

3. About Us

Who Plaque Slayer Is + Challenger-Brand Energy

Headline: WE ARE PLAQUE SLAYER. WE HUNT. WE DESTROY.

Body: Born in the grit of Detroit, 2017. Alex Carter and Jamie Vega saw the weakness. The polite lies. The toothpastes that coddled the enemy. We spat on complacency. We forged a weapon. Plaque Slayer is the primal scream against bad breath. We don't just clean; we brutalize. We are the relentless guard dog at the gates of your confidence.

Mission + Point of View on Confidence, Freshness, and Modern Routines

Headline: DEATH TO BAD BREATH. LIFE TO UNSTOPPABLE CONFIDENCE.

Body: Insecurity is a disease. Bad breath is its venom. We rip it out by the roots. Our mission: to arm you with a mouth so formidable, so fresh, that hesitation is annihilated. Modern routines demand modern weapons. A swift, savage clean. A breath that backs down from nothing. Plaque Slayer. Your fight. Our fangs.

4. FAQ

Headline: NO QUESTIONS. ONLY ANSWERS.

Body: You seek knowledge? We give you steel.

Q: What makes Dragon's Breath different?

A: Most toothpastes are whispers. Dragon's Breath is a roar. It's heat-activated, attacking bad breath with a chili-warmth sensation, orange-guava flavor, and advanced enamel protection. It's a weapon, not a wish.

Q: Will it actually burn my mouth?

A: It's a fiery cleanse, not a timid tingle. The capsicum extract brings the heat. It's a reminder that your mouth is a battlefield, and Dragon's Breath is winning. You'll feel the power, not the pain.

Q: How does it eliminate bad breath?

A: Citrus terpenes don't mask the stench; they dissect it. They hunt down odor-causing bacteria and execute them. A pristine mouth is a mouth that has known victory.

Q: Is it good for my teeth?

A: Good? It builds an armored fortress! Our nano-hydroxyapatite complex actively repairs and strengthens your enamel. It's not just about killing the enemy; it's about fortifying your defenses.

Q: Where can I get Dragon's Breath?

A: The weapon is ready. Find it on our microsite, or wherever warriors seek their ultimate gear. Equip yourself. The battle awaits.