

## Pierce Mattie Public Relations Appointed To Lead TheraBreath's Health PR Campaign

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Press release from: [TheraBreath](#)

Agency: **Pierce Mattie Public Relations**



TheraBreath, the industry leader in resolving the issue of halitosis, has appointed Pierce Mattie Public Relations ([piercemattie.com](http://piercemattie.com)) to spearhead their health public relations campaign throughout 2008. Pierce Mattie Public Relations, known for its innovative communication methods and trailblazing campaigns, will begin the campaign this month assisting TheraBreath to gain more exposure for their current line of products, as well as their upcoming PerioTherapy products.

TheraBreath is a revolutionary premium oral care system created by Doctor Harold Katz at the California Breath Clinics. The exclusive, original formula went on the market in 1994 and has been used by over 1,000,000 people worldwide to solve the problems of bad breath and unpleasant mouth taste. It is the first company of its kind to actually treat the underlying causes of bad breath rather than covering it up. Dr. Katz, a graduate of UCLA, the UCLA School of Dentistry and holder of a separate degree in Bacteriology, is also the author of the "Bad Breath Bible" now in its second edition, with over 1 million copies in print.

TheraBreath is an effective all natural, vegan, vegetarian and kosher line of breath care products. TheraBreath began with only 6 products, but now has over 50 products available both online and at select retail stores. "We are looking forward to an exciting year of consumer education with the assistance of national and regional magazines and other media outlets," notes Kim Tobman, Account Director in Pierce Mattie PR's LA Office.

For more information on TheraBreath visit [www.TheraBreath.com](http://www.TheraBreath.com) or call 1-800-97-FRESH.

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About Pierce Mattie Public Relations: Launched in 2001 by wellness lifestyle editor and expert Pierce Mattie, Pierce Mattie PR remains the industry leader in communications for luxury beauty, fashion, health and fitness brands alike with growing divisions in home furnishings and fine jewelry. With offices located bi-coastally in New York and Los Angeles, Pierce Mattie PR has their hand on the pulse of the industry and has the capabilities of securing national and international press for their clients.

[You can find this press release here](#)