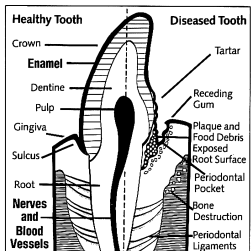


Remineralization: Nature's Own Process For Harder, Healthier Teeth

Natural Remineralization is how your body keeps your enamel hard and healthy. For eons, this was mankind's only method to strengthen and harden teeth. Yet it's a new concept to most people today. Thanks to TV ads, we've been led to believe only fluoride additives can



Because there is no connection between your bloodstream and your dental enamel, only minerals in your saliva aid remineralization.

Research at leading U.S. and European Universities has proven that naturally effervescent Eco-DenT Natural Baking Soda Toothpowder, with its unique ability to create carbon dioxide, can enhance natural remineralization, helping the body to maintain stronger, harder enamel and dental health without fluoride.

Dental enamel is composed principally of hydroxyapatite, an inorganic mineral arranged in a crystalline latticework. Though it's mostly mineral, enamel is not inert. On its surface, the forces of de- and remineralization are in constant battle, dissolving and restoring mineral ions to the latticework.

There are two critical differences between de- and remineralization: First, acids are part of both processes, but the **type of acid** each process utilizes is very different: Demineralization utilizes **strong stable acids from foods and bacteria**, while remineralization utilizes **carbonic acid**,

harden the teeth. Not so! Long before fluoride additives, many cultures had healthier teeth than ours today. Natural remineralization and a healthy diet were the crucial factors.

Today, natural remineralization can't keep pace with the demineralizing impact of our modern diets of denatured foods and sugared everything.

a **weak unstable acid based on carbon dioxide**. Second, demineralization dissolves minerals **already in your teeth**; while in remineralization, minerals **present in your saliva are dissolved** to produce the mineral ions needed to harden and strengthen your teeth.

Strong stable acids are present in many foods, and oral bacteria also secrete strong stable acids as they metabolize sugars and starches in our mouths. Due to our diets, we have a lot of these harmful acids in our mouths. Unless they are removed, strong stable acids keep attacking and dissolving minerals in our mouths, including in our enamel. When too many mineral ions are dissolved from our enamel, its latticework structure breaks down irreversibly, and a cavity results.

Carbonic acid safely dissolves minerals needed for remineralization – without dissolving your enamel. This vital ingredient in the natural remineralization process is naturally created when carbon dioxide (CO₂) from your breath combines with the water in your saliva (H₂O) to form carbonic acid (H₂O + CO₂ => H₂CO₃). Carbonic acid dissolves the minerals present in your saliva from the foods you eat. (Another reason to eat natural, mineral-rich foods!) Unlike strong stable acids, H₂CO₃ **cannot** keep dissolving minerals, because it very easily reverts to CO₂ and water.

In fact, remineralization occurs **only** when carbonic acid reverts to CO₂ and water, and the mineral ions that had been dissolved in the carbonic acid change back into solid minerals, becoming

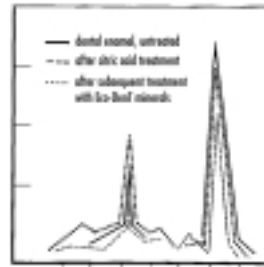
part of the latticework of the enamel. This is how our bodies naturally restores minerals leached out by strong stable acids, to strengthen and harden our dental enamel --- using the CO₂ of our breath and the minerals in our saliva from our food!

Eco-DenT's unique Effervescent Action enhances the natural remineralization process, helping to strengthen and harden our teeth without harmful fluoride, by supercharging natural remineralization with extra CO₂ and minerals.

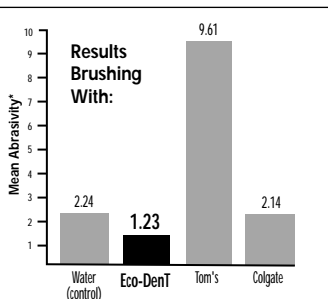
Here's how: Adding water to Eco-DenT creates CO₂, which combines with the water in your saliva to create large amounts of carbonic acid. This higher concentration of H₂CO₃ dissolves more of Eco-DenT's rich mineral content (way more than toothpastes!), creating vastly more mineral ions and for greater opportunity for natural remineralization.

Effervescent Action also is the reason for Eco-DenT's extremely low abrasivity! Truly dissolved minerals are totally non-abrasive. In pastes, CO₂ is not created, so minerals are not dissolved. They merely form abrasive, microscopic suspensions – "micro-gravel" -- grinding and wearing on your enamel!

For Better Teeth, Healthier Gums, and a Clean, Fresh Mouth, brush with Eco-DenT DailyCare or SpecialCare Toothpowders – each features Eco-DenT's unique Effervescent Action!



Eco-DenT helps restore lost minerals more effectively.



Eco-DenT's truly dissolved minerals are non-abrasive. In contrast, minerals in toothpastes merely form undissolved microscopic suspensions that remain abrasive to the teeth.

*Mean abrasivity is a number generated statistically to provide a standardized basis for product comparison. The lower the number, the lower the abrasivity.

AVAILABLE THROUGH DENTISTS and HEALTH AND NATURAL FOOD STORES.



There is more to know. Contact us!

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