

FOR IMMEDIATE RELEASE
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Eco-Dent Premium Oral Care Products Provide Shoppers Healthy Options

Twin Lakes, WI, August 27, 2008. Eco-Dent Premium oral care products provide a healthy, economical and environmentally sound option to commercial oral care products. Eco-Dent Toothpowder is based on a more than 70 year old European formula utilizing Baking Soda and Sea Salt with Natural essential oil flavors. Eco-Dent has been shown to be less abrasive than commercial toothpastes, thereby protecting delicate tooth enamel. The effervescent formula helps remineralize teeth without the use of fluoride. This toothpowder is recommended by dentists world-wide. One 2 oz. bottle provides approximately 200 brushings, making it both more economical and ecologically-sound than toothpastes.

The Ultimate Daily rinse doubles as a daily mouth rinse and an OTC drug for oral wound cleansing. This highly beneficial formulation uses baking soda with a combination of 14 essential oils and extracts for the ultimate in mouthwash products.

Res-Q-Dent Toothpaste for sensitive teeth combines the pain-relieving benefits of Potassium Nitrate with a unique low-abrasion formula to protect the tooth enamel. The formula utilizes baking soda and kaolin clay to provide effective cleaning action, and includes xylitol for its known benefits for oral care.

GentleFloss and VeganFloss provide much more than just a nylon string! The floss is vegan waxed, and has unique blends of essential oils to provide the ultimate in plaque-reducing benefits. Both varieties come in a unique recyclable cardboard box to avoid the use of plastic cases and thereby reduce pollution and landfill impacts.

TerraDent Toothbrushes were found to have one of the best cleaning actions in tests done in Europe. In addition, they feature a thermo-welded head to provide the lowest bacterial growth of any of the tested toothbrushes, which included major brands. TerraDent Toothbrushes are not only good for oral care, but they are good for the environment as they feature a replaceable head system so that the use of plastic for handles and the disposal of all those handles in landfills can be dramatically reduced by over 90%.

Between! Dental Gum provides 25% of the Vitamins A, C and E along with Calcium to benefit the teeth and gums. It utilizes xylitol, sorbitol and mannitol instead of sugar or high fructose corn sweetener or artificial sweeteners to provide a low-calorie, sugar-free gum that can actually reduce the incidence of dental decay when used between meals. The chewing action also helps to dislodge food remnants and the baking soda works to neutralize the acid environment of the mouth, thereby helping provide oral hygiene between meals.

Eco-Dent Premium oral care products are available at major health food stores nationwide and at select online retailers. For more information visit our extensive informational website at www.eco-dent.com or call us at 888 ECO-DENT (888 326 3368)

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