

WHAT NATURAL DENTAL CARE PRODUCT DOES OPRAH WINFREY KEEP IN HER MEDICINE CABINET?(AND WHY?)

OPRAH WINFREY'S MEDICINE CABINET:

During 2004 Oprah Winfrey did a video tour of her apartment in Chicago. When she arrived at the bathroom and opened up her medicine cabinet, we spotted **Eco-Dent Toothpowder** on the shelf. That tour is featured on her website (http://www.oprah.com/foodhome/home/spaces/spaces_20040511_oprah.jhtml)

WHY A TOOTHPOWDER INSTEAD OF A TOOTHPASTE?

Eco-Dent Toothpowder has more than 70 years of science behind it. Originally developed in Europe, this product has a long track record of use by consumers and oral care professionals around the world. It has also been subject of a number of clinical and university studies.

These studies show that this product helps remineralize dental enamel without the use of chemicals like fluoride. And the effervescent action helps clean teeth more effectively than just using toothpaste.

Users of Eco-Dent report an entirely new experience with a freshness they never get from toothpaste. The use of natural ingredients to strengthen and tone the gums is an added benefit.

Eco-Dent uses baking soda which makes it less abrasive and therefore more protective to tooth enamel.

KEEP YOUR TEETH AND GUMS HEALTHY!

People are living longer. They need to maintain healthy teeth throughout their lives to reduce painful dental procedures and avoid dentures, crowns, bridges, root canals and other expensive repairs. Regular use of the Eco-Dent toothpowder is an important part of a daily oral care program that can help people naturally maintain their bright, healthy smile.

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