

**For Immediate Release**

**Press Contact: Shanta Krinsky**  
**Lotus Brands, Inc.**  
[www.eco-dent.com](http://www.eco-dent.com)  
**888 Eco-Dent**

**Whitening your teeth, safely and naturally.**

Twin Lakes, Wisconsin. July 1, 2010. Everyone wants to have a bright, brilliant smile. Life sometimes gets in the way as teeth get discolored or stained by everything from antibiotic treatments to coffee and tea, even to the use of fluoride treatments for hardening the teeth.

At some point, most people look into the options for tooth whitening and find that there are a wide range of available choices. The most expensive are the tooth-whitening treatments obtained at the dentist's office. These treatments rely on intense hydrogen peroxide bleaching of the teeth. Besides the high cost, and the time required to carry them out, these treatments can actually thin the precious tooth enamel, weakening teeth over the long-term and creating sensitivity to heat, cold, sweets, etc.

Toothpaste manufacturers have created "do it yourself" whitening through their toothpastes or through "white strips". Virtually all of these treatments rely on peroxide bleaching, although in "consumer strength". They won't whiten as well, but they are also somewhat less destructive of tooth enamel in the short term. The problem of course is that they are self-regulated and tend to be used more frequently for longer periods of time, thereby potentially leading to the same type of enamel-weakening action that the more concentrated applications provided by dentists create. Additionally, almost all commercial toothpastes (whether whitening formulas or not) actually have as their primary ingredient abrasives such as calcium carbonate or silica which over time can further weaken the tooth enamel.

Another option is to use a product called ExtraBrite by Eco-Dent®. This is a toothpowder which is based on a more than 70 year old Fluoride-Free European formula. Because it relies on baking soda as its base, it has only very small amounts of any abrasives. This formula therefore helps to protect against the thinning and weakening action that the peroxide whitening treatment and most commercial toothpastes have. The formula itself provides the highest concentration of active peroxide whitening power in an over-the-counter form, so the product can provide both extraordinary whitening power and a measure of protection for the strength of the teeth missing from other teeth-whitening methods.

Many people are not familiar with using a toothpowder, but it really is very simple. The product comes in a 2 oz. bottle with an 'easy-pour' cap. Simply pour an amount approximately the size of a pea onto a moistened toothbrush and brush away! The product tastes great, has a consistent foaming-action and actually makes your teeth feel "squeaky clean" due to the action of the baking soda base. ExtraBrite uses a mint flavor which leaves your breath fresh and literally makes you want to smile. The product does not use sugar so it does not have the over-bearing sweetness of most modern toothpastes. One bottle provides approximately 200 brushings, or about a 3 month supply, making it also just about the most economical tooth-cleaning preparation you can find. When you are not going for the whitening action, you can even switch to the regular Eco-Dent DailyCare Toothpowders available in 4 different flavor choices.

Eco-Dent® toothpowders have been consistently praised by dentists and researchers both in Europe and the USA for over 70 years. Dr. David C Kennedy, DDS, past president of the Preventive Dental

Health Assn. and the International Academy of Oral Medicine and Toxicology perhaps said it best when he wrote his opinion: "I have used and recommended Eco-Dent® for many years in my dental practice and can highly recommend this product for those who want an effective non-toxic cleaner"

Eco-Dent® Toothpowders, including ExtraBrite can be found at most major health food stores, as well as online at amazon.com, internatural.com, vitaminshoppe.com and other noted online retailers. For more information call the manufacturer hotline at 888 ECO-DENT or visit us online at [www.eco-dent.com](http://www.eco-dent.com)

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