

# Healthy Living

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## Throw Out Your Toothpaste and Save Your Smile

WOULD YOU GIVE UP TOOTHPASTE FOR HEALTHIER-LOOKING TEETH AND GUMS?

One of America's top three dental teaching and research facilities in the nation, the University of California, San Francisco School of Dentistry, compared Colgate to a little known natural brand called Eco-Dent. The results shocked everyone, even William A. Saupe, D.D.S., who conducted the study. A natural toothpowder made with baking soda, sea salt and myrrh—offering a complete effervescent mineral complex—easily outperformed Colgate with fluoride for being the least abrasive and offering the most remineralization.

The European toothpaste known as Eco-Dent® Toothpowder was so much better than Colgate, so much less abrasive and so much more effective that Dr. Saupe had to conclude Eco-Dent Toothpowder hardens teeth as effectively as Colgate toothpaste with fluoride, a claim few other fluoride-free toothpastes or powders can make.

disease) with more than 1,600 surgeries, he has found that his patients who included Eco-Dent in their daily regimen found substantial benefit from the use of Eco-Dent toothpastes.

Reporting in the March 1985 issue of *Die Quintessenz* (The Quintessential), Dr. O. Fenner and co-investigators found that Eco-Dent was superior to a fluoride toothpaste for inhibiting acid-forming bacteria that cause dental cavities. They said, "In a comparative experiment with a fluoride-containing toothpaste, Eco-Dent Toothpowder demonstrated a superior...effect." (Please note that these findings reflect the independent opinions of dentists and medical experts, not the company.)

Dr. David C. Kennedy, D.D.S., founder of the Preventive Dental Health Association and past president of the International Academy of Oral Medicine and Toxicology, perhaps said it best when he recently noted, "I have used and recommended Eco-Dent for many years in my dental

**That's right—would you throw out your toothpaste if we told you about a better alternative to healthier-looking teeth and gums?**

### DENTISTS RECOMMEND ECO-DENT

What's the secret to these amazing results? In Europe, Eco-Dent is no secret at all. Eco-Dent Toothpastes have been consistently praised by dentists and researchers in Europe for more than 70 years. Dr. Eugene Track reported in the December 1984 issue of *Der Zahnarzt* (The Dentist) that with Eco-Dent "there is nearly no abrasion." Dr. Track added that during more than two decades of experience in the treatment of periodontitis (inflammatory gum

### MAKING the SWITCH

Here's what to expect from Eco-Dent Toothpowder (based on our own use) when you make the switch:

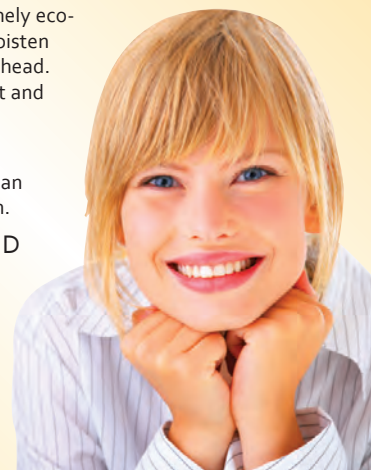
**1 HOW DOES IT TASTE?** Eco-Dent tastes great. DailyCare Toothpastes come in mint, cinnamon, anise and (mint-free) lemon-lime flavors.

**2 HOW DO I USE IT?** Eco-Dent is extremely economical and great for traveling. You just moisten your toothbrush and squeeze powder onto the head. The powder immediately becomes effervescent and remineralization occurs!

**3 WILL IT FRESHEN MY BREATH?** Eco-Dent's effervescent actions help to clean your teeth and gums, leaving your breath fresh.

**4 WHAT ABOUT BRIGHTENING AND TARTAR CONTROL?**

Eco-Dent SpecialCare includes ExtraBrite (for tooth-whitening action) and TartarGuard with ingredients to help reduce tartar buildup.



practice and can highly recommend this product for those who want an effective nontoxic cleaner. Clinically I've seen patients who were able to remineralize incipient decay with Eco-Dent."

Working synergistically, Eco-Dent Toothpowders' effervescent action and rich mineral content can help both the causes and the effects of many discomforting and unsightly oral-care problems.

## NATURAL REMINERALIZATION SECRET

Remineralization is how your body keeps your enamel hard and healthy. Long before fluoride additives, many cultures had healthier teeth than we do 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 sugary, prepared foods.

For one thing, we consume less sea salt, which isn't your typical fast-food salt. Sea salt, like coral minerals and other marine whole foods, has all the major and trace minerals (more than 70) necessary to human health; what's more, the minerals are found in the same proportions as those found in our teeth, bones and blood. But to get those minerals into our actual dentin, we need a special process that changes minerals from inert substances to ions.

The combination of sea salt and carbonic acid is the secret behind Eco-Dent. Carbonic acid safely dissolves minerals in sea salt needed for remineralization. This vital ingredient in the natural remineralization process is naturally created when carbon dioxide (CO<sub>2</sub>) from your breath combines with the water in your saliva to form carbonic acid. Carbonic acid dissolves the minerals present in your saliva from the foods you eat. In fact, remineralization occurs only when carbonic acid reverts to CO<sub>2</sub> 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 your body naturally restores minerals leached out by enamel-destroying acids to strengthen and harden your dental enamel.

This same effervescent action is the reason for Eco-Dent's extremely low abrasiveness. Truly dissolved minerals are totally nonabrasive. In pastes, carbonic acid is not created, so minerals are not dissolved. They merely form abrasive, microscopic suspensions—what some term "micro-gravel"—grinding and wearing on your enamel.

That's why for better teeth, healthier-looking gums and clean, fresh breath, you should throw out your toothpaste and start to brush with Eco-Dent DailyCare™ with important nutrients and herbs such as mineral-rich sea salt and myrrh. DailyCare comes in four delicious natural flavors: mint, cinnamon, anise, and lemon-lime. Use SpecialCare ExtraBrite® or TartarGuard® Toothpowders with special effervescent action for whitening and fighting plaque buildup.

## IT'S A BETTER VALUE

As many as 40 percent of most toothpastes are water and glycerin. But Eco-Dent contains no fillers. Eco-Dent is both economical and ecological, offering up to 200 brushings per two-ounce bottle, meaning lower cost and less environmental-polluting packaging.



## Resources

Eco-Dent Toothpowders, including ExtraBrite and TartarGuard, can be found at Whole Foods and most major independent natural food stores and online at [www.amazon.com](http://www.amazon.com), [www.international.com](http://www.international.com), [www.vitaminshoppe.com](http://www.vitaminshoppe.com) and other noted online retailers. Visit [www.eco-dent.com](http://www.eco-dent.com) or call the manufacturer hotline at 888-ECO-DENT.



## Try the Same Natural Toothpaste OPRAH WINFREY Keeps in Her Medicine Cabinet

During 2004, Oprah Winfrey did a video tour of her Chicago apartment. When she arrived at the bathroom and opened up her medicine cabinet, we could not help but notice she had Eco-Dent Toothpaste on the shelf. Could it be that Oprah knows that Eco-Dent has more than 70 years of science behind it and that studies show it helps to remineralize teeth with less abrasion than Colgate, according to major university research?