

The Doctors' Prescription for

Healthy Living

www.healthylivingmag.com

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 the popular commercial brand of Colgate with fluoride for being the least abrasive with an RDA abrasion scale score of less than 14.

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 was by far the preferred choice for cleaning and whitening.

DENTISTS RECOMMEND ECO-DENT

What's the secret to these amazing results? In Europe, Eco-Dent is no secret at all. Eco-Dent Toothpowders 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

field of dental health with more than 1,600 surgeries, he has found that his patients who included Eco-Dent in their daily regimen found substantial benefit consumers just won't find from the artificially sweetened chemical concoctions now sold as toothpastes.

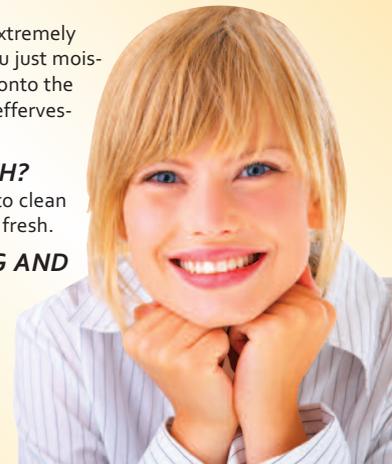
Reporting in the March 1985 issue of *Die Quintessenz (The Quintessential)*, Dr. O. Fenner and co-investigators found that Eco-Dent was superior to a popular brand of toothpaste. They said, "In a comparative experiment with a fluoride-containing toothpaste, Eco-Dent Toothpowder demonstrated a superior...effect."

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, said it best when he recently noted, "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 nontoxic cleaner."

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 Toothpowders 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 the cleaning action starts!
- 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 Tartar-Guard with ingredients to help reduce tartar buildup.



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

Reprinted with permission from *The Doctors' Prescription for Healthy Living*, volume 13, number 7. For more information visit healthylivingmag.com and greenpatriot.us.

Eco-Dent is a proud sponsor of The Green Patriot Radio Show. For more information visit greenpatriotradio.com.



**NATURAL EFFECTIVE
CLEANING ACTION**

The 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 healthier-looking teeth and gums and clean, fresh breath, the best thing you might ever do for your smile is get into Eco-Dent, 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 too: mint, cinnamon, anise, and lemon-lime. Use SpecialCare ExtraBrite®

or TartarGuard® Toothpowders with special effervescent action for whitening and fighting tartar buildup.

IT'S A BETTER VALUE

As much 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. Hey, this is a great deal. ■



**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 Toothpowder 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 clean teeth with less abrasion than Colgate, according to major university research?

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, www.international.com, www.vitaminshoppe.com and other noted online retailers. Visit www.eco-dent.com or call the manufacturer hotline at 888-ECO-DENT.

ECO·DENT®

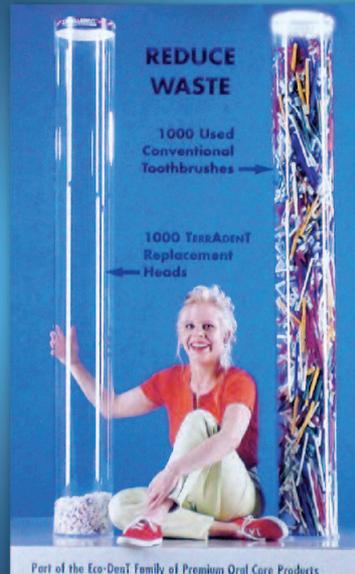
TERRADENT®

PREMIUM NATURAL ORAL CARE PRODUCTS

- **Replaceable Head System:** good for the environment, much less landfill waste and resource utilization
- **Patented Thermo-Welded Bristle Field:** lowest bacterial load in all toothbrushes tested by Oeko-Test in Europe
- **Economical:** replacement heads save money
- **Healthier:** always have replacement heads available to provide optimum oral hygiene



Toothbrush with refill



Part of the Eco-Dent Family of Premium Oral Care Products

Follow Eco-Dent:



www.facebook.com/EcoDentOralCare
<http://www.squidoo.com/EcoDent>

Eco-Dent is distributed by Lotus Brands, Inc., a majority woman-owned family business P O Box 325, Twin Lakes, WI 53181 USA
Phone: 262 889 8561 Toll Free: 888 ECO-DENT • website: www.eco-dent.com • email: ecodent@lotuspress.com

Available at Whole Foods and Health Food Stores Nationwide.