

FIND OUT MORE

VISIT OUR WEBSITE

We have extensive information available on our website if you want more information on any topic discussed in this brochure. Visit us at www.eco-dent.com

CALL OR WRITE

You may call us at 888 ECO-DENT (888 326-3368) toll free, or e-mail us at info@eco-dent.com. Correspondence may also be mailed to us at Eco-DenT®, P.O. Box 325, Twin Lakes, WI 53181 USA.

PURCHASE OUR PRODUCTS

Eco-DenT® products are available at most major health and natural food stores nationwide. If you do not see the products you want, be sure to talk to the health food store owner. You may also find our products online at natural product retailers internet stores.

SHARE YOUR SMILES

We are always appreciative of hearing how Eco-DenT® products have been of benefit to many people around the world. If you have a special story to share about how our products have helped you achieve your oral hygiene goals, please take a moment to stop and let us know.

OUR MONEY BACK GUARANTEE

We stand behind our products 100%. If you are not satisfied after using our products, simply return the unused portion and the sales receipt to us and we shall refund the full purchase price (does not include any sales taxes or shipping charges).

THE FINE PRINT

No statements made herein have been reviewed or approved by the FDA. Nothing herein is intended to diagnose, treat, prevent or cure any disease condition. The national brand trademarks mentioned herein are owned by the respective owners of those brands.

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Eco-DenT, Twin Lakes, WI

ECO·DENT®

PREMIUM NATURAL ORAL CARE

TAKE CARE OF YOUR TEETH AND GUMS!

A daily oral care program is essential to maintaining the healthy appearance of your teeth and gums. The foundation of a good oral care program is to reduce plaque and prevent its long-term accumulation. According to an article in the FDA Consumer Magazine some years ago, "the most effective method of plaque control at home is brushing and flossing."

Eco-DenT® has been the long-time leader in providing natural products to help you maintain good oral hygiene habits which will contribute toward keeping your teeth clean, your breath fresh and to aid in the reduction of plaque. Eco-DenT® provides a complete complement of oral care products. Many of these products are time-tested and have extensive clinical research completed to support their benefits. In fact, Eco-DenT® has more clinical studies supporting its product than any other natural oral care product line.

Eco-DenT® is useful both for people who already have some oral care concerns to deal with, as well as for those who simply want to have a clean, radiant and fresh smile and breath, as part of a comprehensive oral care program including regular checkups by your dentist.

OUR PRODUCTS INCLUDE:

DailyCare® Toothpowders, SpecialCare™ Toothpowders, Res-Q-Dent® Toothpaste Gel, Gentle Floss®, Vegan Floss®, Between!® Natural Dental Gum, Ultimate Natural DailyRinse™ and Oral Wound Cleanser, TerrAdent® Replaceable Head Toothbrushes

Each one of these products is designed to provide you the optimum results for maintaining oral hygiene, promoting fresh breath and clean, sparkling teeth and giving you the confidence of knowing that your smile has a natural radiance!



DAILYCARE® TOOTHPOWDERS

ECO·DENT® IS EASY TO USE

Most people have never tried a toothpowder, and if you are one of those people, we invite you to try Eco-DenT®. Once you do, you will never want to go back to toothpaste again! Eco-DenT® toothpowder comes with an EZ-pour lid that makes it very simple to get just the right amount of toothpowder on your brush.

ECO·DENT® TASTES GREAT

From the first moment that our toothpowder hits your teeth, you know that something is different and something good is happening! The freshness and wonderful taste of our natural flavors enlivens your mouth, while the natural bubbly effect of the baking soda base begins to work its way into every crevice and nook of your teeth, cleaning and refreshing as it does so.

ECO·DENT® PROVIDES THE BENEFITS OF BAKING SODA AND SALT FOR ORAL HYGIENE

You have probably heard about the benefits of baking soda and salt as a tooth cleaning agent. The problem of course is that trying to combine these items effectively yourself on a regular basis is not easy. You will be pleased to learn that Eco-DenT® toothpowders have Baking Soda and Sea Salt as their primary base ingredients.

ECO·DENT® IS ECONOMICAL

Eco-DenT® is concentrated so just a little bit goes a long way. Each 2 oz. bottle provides enough toothpowder for up to 200 brushings. The cost per brushing is substantially lower than toothpaste. Toothpaste is actually made up of about 40% water and glycerin, which adds to the cost, but not the benefit.

ECO·DENT® IS "CRUELTY FREE"

Eco-DenT® has made a long-standing commitment to not test our products on animals and to not use slaughterhouse animal ingredients.

ECO·DENT® IS LESS ABRASIVE THAN TOOTH PASTE

Baking Soda, which is the base ingredient of Eco-DenT®, provides outstanding cleaning action with low abrasivity, thereby protecting your delicate tooth enamel from undue wear and tear. Laboratory research at a leading university showed that Eco-DenT® toothpowders were less abrasive than the leading natural toothpaste brand, and leading mass-market toothpastes as well. Gentle to your tooth enamel, Eco-DenT® provides outstanding cleaning action through the effervescent bubbling action released when the toothpowder is moistened with water during brushing.

ECO·DENT® DAILYCARE CLEANS YOUR TEETH WITHOUT FLUORIDE

Many people have serious concerns about the use of fluoride in drinking water or in toothpaste. Much has been written about fluoride as a potential toxin as it collects in the body. If you are concerned about the long-term detrimental effects of Fluoride, you should read *Fluoride: The Aging Factor* by Dr. John Yiamouyiannis, which examines this issue in depth and very persuasively.

ECO·DENT® HAS SCIENTIFIC SUPPORT FOR ITS BENEFITS

Eco-DenT® toothpowder is not just about a great, bright smile and fresh breath. This product, originally developed in Europe over 75 years ago by a distinguished periodontist and pharmacist (and sold there under the name Merfluan®), has been the subject of a large number of clinical studies as well as used by many practicing dentists throughout the world.

Perhaps no one has said it better than David C. Kennedy, DDS, President of the Preventive Dental Health Association and Past President of the International Academy of Oral Medicine and Toxicology, 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."



Also available in: Original Mint, Anise, Cinnamon, and "mint-free" Lemon-Lime

In fact, much research in both Europe and the USA has been done to show that Eco-DenT® Toothpowders are beneficial as an important part of your daily oral care routines.

ECO·DENT® IS "CLEAN" ORAL CARE

Compare our ingredients. Eco-DenT® contains no saccharin or sugar-based sweeteners such as glycerin or sorbitol, and no artificial flavors or colors.

IT'S THE BUBBLES!

Effervescent action is a fancy way to say that when moistened on a toothbrush, Eco-DenT® toothpowder goes to work creating bubbles as carbon dioxide is released. The bubbling action helps permeate into all corners of the mouth and works to help lift residues more effectively. This makes your mouth feel fresher and cleaner.

ECO·DENT® USES NATURAL FLAVORS

The refreshing taste of Eco-DenT® Toothpowders is supplied by natural flavors. Take your pick of our DailyCare™ Toothpowders in four refreshing flavors: Mint, Cinnamon, Anise and our "mint-free" Lemon Lime.

ECO·DENT® CARES FOR THE ENVIRONMENT TOO

By removing the useless fillers found in toothpastes, Eco-DenT® provides an incredibly concentrated product that gives you a lot more brushings per bottle. The shipping weight is lower because we leave out the water and glycerin carriers and provide you just the active benefit. You throw away less packaging and do your part for the environment at the same time you are benefiting your teeth and gums.

OR YOUR MONEY BACK!

We are so sure that you will find a real benefit from our product, we offer a 100% "no questions asked" money back guarantee. If you don't see any benefit after trying our product, simply return the bottle including the unused portion to us (see address on back) along with a copy of your sales receipt and we shall refund your full purchase price. What have you got to lose?

SPECIALCARE™ TOOTHPOWDERS

Our DailyCare™ Toothpowders are meant for everyday use. We have also developed a series of specialty toothpowders for those who have special needs or requirements.

EXTRABRITE™ TOOTH-WHITENING TOOTHPOWDERS

We combine the natural and effective cleaning action of our baking soda and sea salt toothpowder with the whitening power of peroxide to provide you with an outstanding combination oral care product and tooth whitening agent all rolled into one. You get all the benefits of our DailyCare™ toothpowders plus the gleam of the whitening action on your teeth provided by peroxide. This product is available in our most popular natural mint flavor. ExtraBrite™ has up to 4.3 times more baking soda and costs less per brushing than the leading natural and mass market brands. It also has up to 5.9 times more peroxide and costs less per brushing than leading brands. More smile at less cost.



TARTARGUARD™ TOOTHPOWDER

This product has all the benefits of our DailyCare™ toothpowders plus the added action of enzymes to help provide superior tartar control. Brushing with TartarGuard® can control tartar. This product is for those who have a special need for extra tartar reducing action. It is available in our most popular natural mint flavor.

RES-Q-DENT™ NATURAL GEL TOOTHPASTE FOR SENSITIVE TEETH

Res-Q-Dent™ Toothpaste is the natural answer for providing relief for sensitive painful teeth due to heat, cold, sweets, contact pressure, acids or other painful stimuli. Our refreshing, great-tasting gel toothpaste also provides superior tooth cleaning action with low abrasion. We also provide additional benefits by using Baking Soda and Aloe in our formulation. Baking Soda is well known for its ability to effectively clean teeth without abrasion, so you protect your sensitive tooth enamel. Aloe is soothing and refreshing to the gums. We also include Xylitol which has been the subject of a number of studies for its cleansing benefits to the teeth.

This product is rated as an OTC drug as a tooth desensitizer. Natural Spearmint flavor for great taste and fresh breath.



GENTLEFLOSS® PREMIUM DENTAL FLOSS

According to the FDA Consumer Magazine, "flossing is the only effective way to clean between the teeth".

According to the FDA, floss is "intended to remove plaque and food particles from between the teeth to reduce tooth decay." The American Dental Association (ADA) recommends daily flossing as an essential part of everyone's oral hygiene program due to its ability to reduce the formation of plaque between the teeth.

GentleFloss® is different than any other floss you have used in a number of important ways.

Fourteen essential oils make GentleFloss® different from any other floss on the market. While many brands of floss have a flavoring oil, or provide tea tree oil, Eco-Dent® has created a blend of natural plant waxes and 14 carefully chosen essential oils to create the optimum flossing benefit for everyone. Natural mint flavor makes it a refreshing taste in your mouth.

GentleFloss® 40 yd. Travel Introductory Size: convenient size for travel, provides the perfect way to use our floss wherever you are!

It's Vegan Waxed! Most waxed flosses are treated with beeswax or mineral oil. Eco-Dent® GentleFloss® uses a proprietary plant wax blend used to ease use and prevent fraying or breakage.

More for your money. Floss is something that ideally should be used daily. Eco-Dent® provides you with 100 yards of floss per package, double or triple the amount of the competitive brands. This makes your cost per flossing much less, so you get added benefits while saving money.

Good for you, good for your environment, too. Eco-Dent® is the only floss to come in a renewable, resource, a recyclable paper package rather than plastic. Some competitors even go so far as to package their floss in a plastic box surrounded by a cardboard box, thereby further increasing the consequences for the environment. By providing more floss per package, we also reduce the number of total packages that have to be produced or disposed of compared to all other brands.



VEGANFLOSS®

Our **VeganFloss®** is a premium dental floss with Eco-Dent™'s unique vegan wax plus a special blend of essential oils for optimum flossing effectiveness.

The taste is a refreshing, tangy Cinnamon and the product is "mint-free" so it is suitable for those using homeopathy who are requested to avoid mint-containing products. As with our original GentleFloss® we provide 100 yards of floss for the lowest cost per use of any major brand in the natural products industry and we package it in an environmentally friendly cardboard dispenser rather than in a plastic floss container.



BETWEEN!™ DENTAL GUM

Between!™ DENTAL GUM freshens your breath between meals. Our natural baking soda dental gum is the ideal way to freshen your breath between meals when you don't have time to brush or floss.

Between!™ Tastes great. The refreshing taste of natural cool mint, the tangy freshness of cinnamon or the uncommonly fresh zing of wintergreen are the three natural flavors available.

Between!™ Gum is Sugar Free. Frequent eating of foods high in sugars and starches as between-meal snacks can promote tooth decay. The sugar alcohols (xylitol, sorbitol, and maltitol) used to sweeten this dental gum may reduce the risk of tooth decay.

Antioxidant Vitamins included free! Two pieces of Between!™ Gum provide 25% of the Daily Value (DV) of Vitamins A, C and E. These essential vitamins benefit the body in numerous ways, including helping keep your smile bright and fresh!

No artificial colors. The natural color of Between!™ Gum is due to the fact that we add no artificial colors. In fact, we also use natural, not artificial, flavorings. We do not use any saccharin or other artificial sweeteners.



ULTIMATE ESSENTIAL MOUTHCARE® NATURAL DAILYRINSE & ORAL WOUND CLEANSER

Alcohol-free Mouth Rinses: There is considerable concern about the possible effects of alcohol in mouth rinses as a potential causative factor for oral cancers. Some studies have suggested a definite link, while others were inconclusive. But we have to ask, why take the risk, when you can have all the benefits of a premium mouth rinse without alcohol? Alcohol-free also means that this product is ideal for children as well as those adults who wish to not be exposed to alcohol for health or other reasons.

Modern great-tasting mouth rinse: Natural mint or tangy cinnamon provide 2 natural flavor choices for a great, refreshing experience to complete your daily oral hygiene routine. Using a mouth rinse in conjunction with regular brushing and flossing can assist in maintaining cleaner, fresher breath and teeth.

Potent OTC remedy: Eco-Dent® Ultimate Essential MouthCare® meets the requirements of the FDA monograph to be used as an oral wound cleanser and to clean and soothe canker sores, minor wounds or gum inflammations to promote natural healing. Our product is a leading natural brand because of its OTC status as well as its daily benefits and alcohol-free formula.

Fortified with 14 essential oils and more: Ultimate Daily Rinse is based on a time-tested, university proven blend of 14 essential oils plus Echinacea, Goldenseal, CoQ10 and Baking Soda. Compare our ingredients with any other brand and you will immediately see the difference. With its vibrant fresh taste and baking soda clean fresh feel, you'll want to make our rinse part of your daily oral care regimen.



TERRADENT® REPLACEABLE HEAD TOOTHBRUSHES

State of the art replaceable head toothbrush system: The TerrAdent® Toothbrush system was designed to provide you with an effective and economical toothbrush that also provides environmental benefits.

In tests reported in the June 1998 issue of *Oeko-Test*, a leading German consumer magazine, TerrAdent® Toothbrushes scored higher than every other brand in "head to head" quality competition. Tested brands included Oral-B®, Colgate®, Sensodyne®, Dr. Best® (AquaFresh®) and Fuchs®.



What sets TerrAdent® above the rest?

First of all, there is the award winning bristle system which provides more rounded-tip bristles than other brands, is much gentler to gums, and the unique pattern which gets to more tooth surfaces than standard toothbrushes. Next, there is the patented thermo-welding technology (more on this later), the unique FlexZone™ handle and the high quality ISO 9001 manufacturing process.

Patented Thermo-welded Bristle Field: The thermo-welded bonding of the bristles directly into the head provide greater strength and dramatically reduce the opportunity for bacteria to hide and breed in the base of the bristles. TerrAdent® has the lowest bacterial load of any toothbrush, including the major mass market brands, tested by a leading European university.

FlexZone™ Handle Makes it better: The dentist designed handle provides the proper grip for better dental hygiene. The FlexZone™ neck helps you avoid putting too much pressure on your teeth or gums during brushing by balancing out the pressure.

Replaceable Head System Saves You Money: Due to the fact that because you are not buying a complete toothbrush handle each time, but just replacement heads, the TerrAdent® system saves you money on your toothbrush purchases.

Good for the environment as well: Replacing only the heads instead of entire toothbrushes creates an enormous benefit both on the side of reduced production as well as reduced landfill pressure. This is a far better solution than mailing in and recycling individual toothbrushes as well, with far fewer environmental downsides.



We have the right brush for you and your family: TerrAdent® brushes and refills come in sensitive (soft) and medium. Our Funbrush® is the perfect brush for young people and is available in soft. The Funbrush® design with the smiley face thumb-positioner encourages proper grip and brushing for children.

Dentists recommend: Exchange your toothbrush every 3-4 months, or after a bout of respiratory illness such as a cold or flu. TerrAdent® makes it easy, convenient and economical for you to follow these guidelines and ensure yourself of the best in dental hygiene for a radiant smile, fresh breath, clean teeth and healthy-looking gums.