

# ECO·DENT® PREMIUM 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."

### Our products include:

DailyCare® Toothpowders, SpecialCare™ Toothpowders, Gentle Floss®, Vegan Floss®, Between!® Dental Gum, Ultimate DailyRinse™ and Oral Wound Cleanser, TerraDent® Replaceable Head Toothbrushes, TartarGuard® Mouthwash.

*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 a radiant smile!*



Leaping Bunny Certified

## ECO-DENT® Is “Cruelty Free”



Eco-Dent® is a Leaping Bunny certified brand. The products are audited on a regular basis to ensure the Leaping Bunny Standard is continually met.

Eco-Dent® has made a long-standing commitment to not test our products on animals. We formulate our products to avoid animal source ingredients.

## DailyCare® Toothpowders



Available in: Original Mint, Anise, Cinnamon, "mint-free" Lemon-Lime, & Kids Strawberry

### 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 essential oil flavors enliven your mouth, while the 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 Sea Salt for Oral Hygiene

You have probably heard about the benefits of baking soda and sea salt as tooth cleaning agents. 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 Less Abrasive Than Toothpaste

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. Eco-Dent® toothpowder has an RDA of 26 on a scale of 250. This is the standard measurement used to determine abrasivity of all toothpastes. The lower the number, the less abrasive. You can compare Eco-Dent®'s "26" rating against your regular toothpaste. 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 during brushing.

## ECO-DENT® DailyCare®

### Cleans Your Teeth Without Fluoride

Many people have serious concerns about the use of fluoride in drinking water and 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 Yamouyiannis, which examines this issue in-depth and very persuasively. Starting in the November 2010 issue, a 3-part research report in Townsend Letter for Doctors by Gary Null, PhD outlined the many concerns and dangers of fluoride, the damage it actually causes to teeth (dental fluorosis), and general health concerns, including weakening of bones and evidence of links to various forms of cancer.

### 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 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."

In fact, 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 sodium lauryl sulfate, no saccharin, no parabens, and no artificial flavors or colors. Plus, all of our toothpowders are suitable for vegans with no animal source ingredients.

### 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 Real Flavors

The refreshing taste of Eco-Dent® toothpowders is supplied by essential oils. Take your pick of our DailyCare™ toothpowders in five refreshing flavors: Mint, Cinnamon, Anise, "mint-free" Lemon Lime, & Kids' Strawberry with real strawberry flavor.

## 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 that you are benefiting your teeth and gums.

## DailyCare® for Kids Toothpowder



Real strawberry flavor makes this a great tasting toothpowder that kids will love. The legendary cleaning power of baking soda allows for low abrasivity to protect delicate tooth enamel. As with all of our toothpowders, we use no artificial colors, no SLS, no parabens, and it is fluoride-free!

**Not just for kids!** Our strawberry flavor toothpowder tastes great to mouths of all ages. In fact, it is suitable for those using homeopathy who are requested to avoid mint-containing products.

## 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 Toothpowder

We combine the effective cleaning action of our baking soda and sea salt toothpowder with the whitening power of peroxide. This provides you with an outstanding oral care product and tooth whitener all rolled into one. This product is available in our most popular mint flavor. ExtraBrite™, using calcium peroxide as the whitening agent, costs less per brushing than the leading natural and mass market brands. More smile at less cost.



### TartarGuard® Toothpowder



This product has all the benefits of our DailyCare® toothpowders plus the added action of enzymes and a well-known special blend of menthol, eucalyptol, methyl salicylate and thymol to help provide superior tartar control. This product is for those who have a special need for extra tartar reducing action. It is available in our most popular mint flavor.

*Team it up with our TartarGuard® Mouthwash for a synergistic solution.*

## ECO-DENT® Premium Dental Floss

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 teeth.

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."



## What makes ECO-DENT® Floss different?

**It's vegan waxed!** Most waxed flosses are treated with beeswax or mineral oil. Eco-Dent™ uses a proprietary plant wax blend for ease of use and to help prevent fraying and breakage. This lighter and smoother wax helps our dental floss glide more easily between tight teeth contacts. All of our premium dental flosses are suitable for vegans with no animal source ingredients.

**More for your money.** Flossing 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.

**Good for you, good for your environment too.** As many as 700 million plastic floss containers are discarded each year! Eco-Dent™ flosses come in a renewable resource, a paper package rather than plastic. Some competitors even go so far as to package their floss in a plastic box surrounded by a blister card, thereby further increasing the consequences to the environment. By providing more floss per package, we also reduce the number of total packages that have to be produced and disposed of compared to other brands.

## GentleFloss®

Essential oils make GentleFloss® different from other flosses on the market. While many brands of floss have a flavoring oil or provide tea tree oil, Eco-Dent™ has created a blend of plant waxes and carefully chosen essential oils to create the optimum flossing benefit for everyone. Mint flavor provided by essential oils leaves your mouth feeling fresh.

GentleFloss® is also available in a 40 yd. Travel Size. It provides the perfect way to use our floss wherever you are!



## VeganFloss®

Our VeganFloss® provides optimum flossing effectiveness with Eco-Dent's® unique vegan wax plus a special blend of essential oils.

Available in tangy Cinnamon and Cranberry Aloe flavors, the VeganFloss® varieties are "mint-free" and therefore suitable for those using homeopathy who are requested to avoid mint-containing products.

## Between!® Dental Gum

**Freshens your breath between meals.** Our 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 cool mint, the tangy freshness of cinnamon, or the uncommonly fresh zing of wintergreen are the three 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!

**Uniquely different.** Eco-DenT® gum is gluten-free, GMO-free, and suitable for vegans with no animal source ingredients.

The potential variability of the shade of Between!® Gum is due to the fact that we add no artificial colors. In fact, we also use essential oils, not artificial flavorings. We do not use any saccharin or artificial sweetener and no parabens.

## TartarGuard® Mouthwash

TartarGuard® mouthwash is intended for regular daily use. This alcohol-free rinse is suitable for vegans with no animal source ingredients. It combines a time-tested blend of thymol, menthol, eucalyptol and methyl salicylate with the legendary cleaning power of baking soda and a special combination of herbal extracts, CoQ10 and essential oils. It does not contain any artificial colors, parabens or SLS/SLES. Essential oils are used for flavor. The product freshens breath and kills germs that cause bad breath. Use TartarGuard® mouthwash as part of your daily oral hygiene routine to maintain optimally clean teeth.



## Ultimate Essential MouthCare®

### Daily Rinse & 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 not to be exposed to alcohol for health or other reasons.

**Modern great-tasting mouth rinse:** Sparkling Clean Mint or Spicy Cool Cinnamon provide two 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. Our product is a leading premium brand because of its OTC status as well as its daily benefits and alcohol-free formula.

**Fortified with essential oils and more:** Ultimate Daily Rinse is based on a time-tested blend of 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 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®. (These tested brands are the registered trademarks of the respective owners, and are not related to the Eco-DenT® or TerrAdent® brands.)



**What sets TerrAdent® above the rest?** First there is the award winning bristle system which provides more rounded-tip bristles than other brands. This design is much gentler on gums, and the unique pattern reaches more tooth surfaces than standard toothbrushes. Next, is the patented thermo-welding technology, 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 provides greater strength and dramatically reduces 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 a 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:** Because you are not buying a complete toothbrush handle each time, 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 an entire toothbrush creates an enormous benefit both on the side of reduced production as well as reduced landfill.

**Dentists recommend:** Replace 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.

# Find out More

## Visit Our Website

We have extensive information available on our website. For more details on any topic discussed in this brochure visit us at [www.Eco-Dent.com](http://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](mailto: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 at online retailers.

## 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 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 (up to MSRP not including sales tax or shipping charges). What have you got to lose?

## The Fine Print

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