

ECO-DENT®

PREMIUM NATURAL ORAL CARE

Eco-Dent Toothpowders were developed over 80 years ago in Europe. Since that time, numerous dentists and dental researchers have touted the benefits of our unique baking soda and sea salt based formula. Eco-Dent has expanded over the years far beyond our category-leading toothpowders, to now include Mouthrinses, Floss, Replaceable Head Toothbrushes, a Gel Toothpaste for Sensitivity, and Between! Dental Gum.

Eco-Dent toothpowder has a strong, growing and loyal consumer following because of our great tasting, easy to use, convenient and economical toothpowders.

ECO-DENT FORMULATION PRINCIPLES:

What We Don't do:

- No SLS/SLES • No artificial colors • No saccharin
- No Fluoride. *Extensive research has been done on the down-sides of fluoride. Eco-Dent does not use fluoride in any of our products.*

What We do:

- Economical
- Natural essential oils provide our flavors
- No animal testing—cruelty free. *Leaping Bunny Certified*
- Environmentally sensitive packaging and products provide more oral hygiene with less landfill waste
- Baking soda is a legendary, low-abrasive cleaner with an alkaline pH to help neutralize acids in the mouth, while protecting delicate tooth enamel.

TerraDent Replaceable Head Toothbrushes: Instead of throwing away the entire toothbrush, you simply and easily replace just the head, providing enormous savings in resource use and in landfill waste, while providing the consumer the benefits of economical, convenient and hygienic toothbrush options. The thermo-welded head was tested to show a lower bacterial load than major brands in Europe.

Between! Dental Gum: Freshens breath between meals and provides baking soda to help reduce acids that form in the mouth. Tastes great in 3 flavors-Mint, Cinnamon and Wintergreen. Antioxidant vitamins A, C and E are an added benefit. 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.

Made in USA



ECO-DENT WORKS TO DEVELOP BRAND AWARENESS:

Eco-Dent continues to grow and more and more people try the product. We have strong in-store support programs including free consumer brochures, Healthy Living Magazine article reprints, toothpowder, rinse and gum samples, display prepack programs for the toothbrushes and the gum, and numerous testimonials and articles over the years to develop brand awareness.

