

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. *Our toothpowders provide up to 200 brushings per 2 oz. bottle, approximately a 3 month supply.*
- 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.
- Naturally effervescent formula helps take the cleaning action to all corners of the mouth

Toothpowders: DailyCare™ and SpecialCare™ Toothpowders meet every need with a variety of natural flavor options. All vegan formulations. RDA of 26 provides an extremely low abrasivity index compared to toothpastes. Vegan Products.

Res-Q-Dent® Gel Toothpaste for Sensitive Teeth: For those who have sensitive painful teeth due to heat, cold, sweets, contact pressure, acids or other painful stimuli. Low abrasivity, baking soda base makes it also an excellent tooth cleaning product while protecting the delicate tooth enamel from excess abrasivity. OTC drug product. Vegan Product.



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.

