

# 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 alcohol
- 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.

**Mouthrinses:** Ultimate Essential Mouthcare Daily Rinse™ and Oral Wound Cleanser comes in Mint or Cinnamon. OTC for cleansing of minor mouth wounds, sores or abrasions or for use as a daily rinse. Our new TartarGuard® Mouthwash features baking soda plus a time-tested blend of menthol, eucalyptol, thymol and methyl salicylate in an alcohol-free formulation. Vegan formulations.

**Floss:** Our GentleFloss® in Mint and VeganFloss® in Cinnamon provide great value with their 100 yd. package in a cardboard box to reduce the use of plastic floss cases. GentleFloss® also comes in a convenient 40 yd. travel size. Vegan products. Highly economical and environmentally friendly packaging.



### 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.

