

Move Over Mouthwash!

Demand for Effective All Natural Dental Care Products Skyrockets

Consumer demand for natural and organic products has skyrocketed in the past decade. According to recent forecasts by Kline & Co. (Parsippany, NJ), the US market for natural personal care products is predicted to reach \$6.7 billion in 2015. Similarly, the use of natural oral care products is expected to grow 20-25% each year in the next few years (source: www.organicmonitor.com)

What is driving this increase in demand?

- 1) Consumers are reading labels and are more aware of the side effects and dangers of chemical additives in their food and personal care products.
- 2) Dental professionals are learning about all natural products that are powerfully effective without adverse side effects, and are recommending them.

Historically, the standard of care for people with periodontal disease has been a prescription for chlorhexidine. This chemically-based product can only be used on a short-term basis and often has harsh side effects (staining, gum irritation) resulting in poor compliance and little improvement in the patient's oral health. Today, consumers are demanding better options. The Dental Herb Company Tooth & Gums System is a powerfully effective, Truly Natural® solution for treating gum disease and maintaining a healthy mouth. Dentists trust our formula and people enjoy its freshness.

Dental Herb Company products are chemical free and do not contain sodium lauryl sulfate (SLS) or triclosan, two common chemicals used in conventional toothpastes. Sodium lauryl sulfate (SLS), an inexpensive and effective foaming agent used in a variety of household cleaners and personal care products, has been linked to an increased risk of developing canker sores and to aggravated levels of gum disease in some medical studies. A University of Oslo study reported that symptoms of gum disease resolved forty times faster when SLS-free toothpaste was used.

Triclosan is used in personal care products such as toothpaste, shampoo, soap and cosmetics for its ability to stop bacterial growth. While the U.S. Food and Drug Administration (FDA) continues to allow the use of triclosan, it is actively engaged in a scientific and regulatory review of the chemical. In addition, the U.S. Environmental Protection Agency (EPA) currently regulates triclosan as a pesticide, and is only now staging a comprehensive review of the ongoing research of its adverse endocrine effects. If scientific evidence supports negative health consequences for human use, the EPA says it will change current regulations. The larger question is how long it will be before we really know if triclosan is safe to use.

Good oral health is crucial to one's overall health. Dental Herb Company recognizes that consumers want effective all-natural products that reduce their daily exposure to chemicals. Over the last 15 years, Dental Herb Company has earned a reputation for excellence with dentists and hygienists. The Tooth & Gums System contains pure essential oils and herbal extracts and have powerful efficacy. Now these products are available directly to consumers. Use them for 60 days and see the results.

For More Information About Dental Herb Products

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