Going “eau natural”

The healthy living industry has blossomed into a fashionable, must-have trend in the 21st Century. Going green, natural, or eco-friendly, however you refer to it, the so-called “organic” buzz runs through everything we eat, see and touch; from the food we eat to the clothes we wear. Even the cars we drive have transformed from “gas guzzlers” to cool, cost-efficient, environmentally-friendly “hybrids”.

From the moment we wake up in the morning to when we retire to bed at night, many of us constantly use products that are fragranced, flavored, and contain refined sugars or artificial colourings, and exposed to hundreds of household chemicals. However, society has become more aware of the potential damage the consistent use of such products can cause their bodies and are consequently more educated on that beyond the attractive packaging. Over recent years, this awareness has increased exponentially and in the past decade, sales of organic foods have grown almost 20 percent annually and nearly two-thirds of Americans bought organic foods and beverages in 2005 despite higher costs (1). In comparison, sales of conventional foods are growing by around 2-5 percent each year.

This booming, billion-dollar, healthy living industry has demonstrated that lifestyle choices are changing and people are increasingly using and consuming natural products. Health companies and activists in this market continue to promote the public that making a more informed choice can have a direct impact on overall health in the long-term. Therefore as a trusted dental professional, you should be aware of the effective, natural oral care products available and what benefits they can offer.

Nature’s solution to whitening teeth

Taste, brand, price and the ability to combat common dental problems such as staining or bad breath are all common factors when patients choose a toothpaste brand, but few look beyond the attractive packaging and delve more deeply into the ingredients that constitute the toothpaste itself. Most toothpastes contain similar ingredients, but brands develop products to combat common dental problems, additional ingredients such as fluorides, abrasives, preservatives, antiplaque agents, and antitartar ingredients are being added to formulas to perform specific functions. In addition, detergents, preservatives, humectants, thickeners, flavouring and colouring agents, and sweeteners all can be found in toothpaste.

With increasing consumer awareness of the many different ingredients and chemicals being consumed every day, it is unsurprising that people are now looking for products that offer a natural solution when it comes to their oral care. Those looking for an organic, fluoride-free solution can gravitate to the option of “natural” toothpastes that contain gentler ingredients.

Those who have concerns about fluoride will appreciate the benefits of the “new generation”...

Beverly Hills Formula Natural Whitening Expert toothpaste isless abrasive than other leading brands of whitening and regular toothpastes. During a separate abrasive analysis, Beverly Hills Formula Natural Whitening Expert toothpaste scored 99 on the RDA (relative dentin abrasivity) table, whilst some leading brands of whitening toothpastes and toothpolishes (4).

 Patients who regularly use highly abrasive toothpastes can damage their teeth and gums, and as the tooth enamel wears away it can become more visible and teeth become more yellow in appearance. Teeth can also become sensitive to hot and cold temperatures. However your patients can be reassured that Beverly Hills Formula Natural Whitening Expert toothpaste offers a gentle stain-removing solution. It is proven to be less abrasive than other leading brands of both whitening and regular toothpastes. During a separate abrasive analysis, Beverly Hills Formula Natural Whitening Expert toothpaste scored 99 on the RDA (relative dentin abrasivity) table, whilst some leading brands of whitening toothpastes and toothpolishes are more effective at removing stains when compared with other leading brands.

Studies from Pace University, New York, have shown Green Tea to be effective at eliminating bad breath, inhibiting bacterial growth by 30% and helping to remove plaque buildup. Two prime causes of bad breath. The protective properties of Green Tea are due to the presence of anti-oxidant polyphenols, and when used in toothpaste and mouthwash these help eliminate the bacteria that cause bad breath and dental caries and fight off oral viruses. Aloe Vera, a 100% natural product, is extremely popular for a number of health issues. Its unique antiseptic properties offer a natural soothing gel to control bacteria and cavities whilst reducing the inflammation of gums for those suffering from gum disease and mouth ulcers. It also leaves behind a smooth taste and fresh breath feeling after brushing.

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Gentle but effective solution

Removing over 95% of stains removed over a 5-minute period, Beverly Hills Formula Natural Whitening Expert toothpaste demonstrates that your patients can now restore their teeth to a natural, white colour, quickly and effectively. Results from a study conducted last year at a UK Dental School and Hospital proved that Beverly Hills Formula Natural Whitening Expert toothpaste is more effective at removing stains when compared with other leading brands of whitening toothpastes and toothpolishes.

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References