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 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, floridated, flavoured 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 2-3 percent each year.

This booming, billion-dollar, healthy living industry is proof that lifestyle choices are changing and people are increasingly using and consuming natural products. Health companies and activists in this market continue to educate 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, desensitising agents, 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 can all be found in toothpaste.

With increasing consumer awareness of the many different ingredients and chemicals being consumed every day, it is unsurprising that products already being used are being looked at to provide a more natural solution when it comes to their oral care. Those looking for an organic, fluoride-free solution can also 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 is one such toothpaste. Using the purest ingredients, including Aloe Vera, green tea, and xylitol, this new natural formula ensures the freshest solution when restoring teeth to their natural white colour. In addition, this toothpaste contains no artificial colours and has a great minty flavour to freshen bad breath, making it nature’s solution to whitening teeth!

Aloe Vera, a 100% natural product, is extremely popular for a number of health issues. Its unique preventative properties demonstrate that your patients can now restore their teeth to a natural, white colour, offering a natural, teeth whitening solution that results in a healthier, whiter smile, in only 1 minute!

Free from fluoride

Fluoride levels found in toothpaste have often been a subject of debate across the globe despite its ability to help prevent tooth decay. As the tooth enamel and prevent tooth decay. The primary concern is that if swallowed in large amounts fluoride can be highly toxic, with children being most at risk.

Standard toothpastes should contain 1,350 to 1,500 ppmFlouride. One of the more common ingredients developed to keep the enamel strong and healthy includes the fluoride Sodium Monofluorophosphate, which has been proven to protect tooth enamel from plaque attack, and Calcium Glycerophosphate, a natural component found in the human body used to prevent cavities through enzymatic cleansing and promoting the remineralisation of tooth enamel.

Those who have concerns about fluoride will appreciate the benefits of the “new generation”fluoride-free product of Beverly Hills Formula. This nanocarriers product, which provides the toothpastes with its texture and helps it retain its moisture, is effective in reducing plaque whilst enhancing the remineralisation of teeth. This “friendly” solution is tolerated by diabetics, helps with halitosis (dry mouth) and isn’t harmful if accidentally swallowed.

Consuming this tooth-friendly sugar substitute can help in the fight against tooth decay, targeting the mutans streptococci, the primary bacteria responsible for dental caries. Xylitol formulated toothpaste is just as effective at removing plaque build-up; two prime causes of bad breath.

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Beyond the attractive packaging

Going “green” has never been more fashionable than it is today. If patients enquire about what natural oral care products are available, suggest they look at what’s actually inside the products they are already using, looking beyond the brand and into the ingredients to understand the effects they’re having on their health. In doing so, patients can be certain that they choose products that offer a natural solution without compromising on effectiveness.

Reference:

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