Going “eau natural”

T he 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 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, antibacterial agents, anti-plaque agents and antitartar ingredients are being added to formulates 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 products that have less abrasive solutions are growing in popularity. Some patients who have concerns about fluoride will appreciate the benefits of the “new generation” nonfluoride agent Xylitol. This humectant, 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 “family-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 one way of helping you achieve the required daily dose but there are many chewing gums, sweets and lozenges available on the market containing this ingredient, an ideal form of caring for cavities and promoting remineralisation of tooth enamel.

Those who have concerns about fluoride will appreciate the benefits of the “new generation” nonfluoride toothpaste. Research shows that the addition of 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.

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 (4).

Patients who regularly use highly abrasive toothpastes can damage their teeth and gums, and as the tooth enamel wears away, the dentin beneath becomes more visible and the 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 whitening and regular toothpastes.

In the study, Beverly Hills Formula Natural Whitening Expert toothpaste scored 99 on the RDA (relative dentin abrasivity) scale, whilst some leading competitors have levels as high as 138 (5).

From these results it’s evident that if your patients choose to go natural but want whiter teeth, they don’t have to choose between effectiveness, safety, and natural ingredients. This “green” toothpaste, offers 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 cavities and tooth decay. Today, it is estimated to be the third most frequent reason for seeking dental aid following tooth decay and periodontal disease (3).

Using fluoride-free toothpaste, such as Beverly Hills Formula Natural Whitening Expert toothpaste, with its 1,500ppmF (parts per million Fluoride), is an ideal solution for those in search of safe and effective oral care products. Ultimately, natural toothpastes offer safer ingredients helping maximise oral health benefits without exposing the body to the dangers of harsh acids and abrasive chemicals found in some leading oral care products.

Beyond the attractive packaging

Going “green” has never been more fashionable than it is today. If patients enquire about what natural oral healthcare 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.

References