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, fluoridated, 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 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, plaque 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 products they choose to purchase. 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.

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Aloe Vera, a 100% natural product, is extremely popular for a number of health issues. Its unique plant ingredients 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 feeling after brushing.

Bad breath (halitosis) is a common problem that affects most adults at some point during their lives, and for up to a quarter of the population, it is estimated to be the third most frequent reason for seeking dental aid following tooth decay and periodontal disease (3).

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Using fluoride-free toothpaste, such as Beverly Hills Formula Natural Whitening Expert toothpaste (http://www.beverlyhillsformula.com), toothpaste that contains triclosan/copolymer is 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


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