



# Health Matters

by  
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Americans spend over \$10 billion a year on teeth-whitening products. The teeth's protective layers, such as enamel and cementum, provide a barrier to the more sensitive structures like dentin and root tissue. The outer layers become dull and stained over time by coffee, tea, red wine and tobacco.

The overuse of chemically-based (carbamide peroxide) whitening products can lead to damage and sensitivity of teeth and gums, but the use of **Activated Charcoal Toothpaste** removes stains and toxins, yet is gentle on enamel. It's a simple blend of food-grade, ultra-fine activated charcoal (made with ground coconut shells) that safely cleans, whitens and detoxifies your teeth and calcium bentonite clay that helps lift toxins and re-mineralize tooth enamel.

Even though slightly messy, your mouth feels exceptionally clean and, with use over time, it whitens, brightens and strengthens your teeth. Available in 3 flavors: cinnamon, wintergreen and peppermint, **Activated Charcoal Toothpaste** is safer than chemical whiteners.

As always, we guarantee your satisfaction.

**Locally owned for 37 years**

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