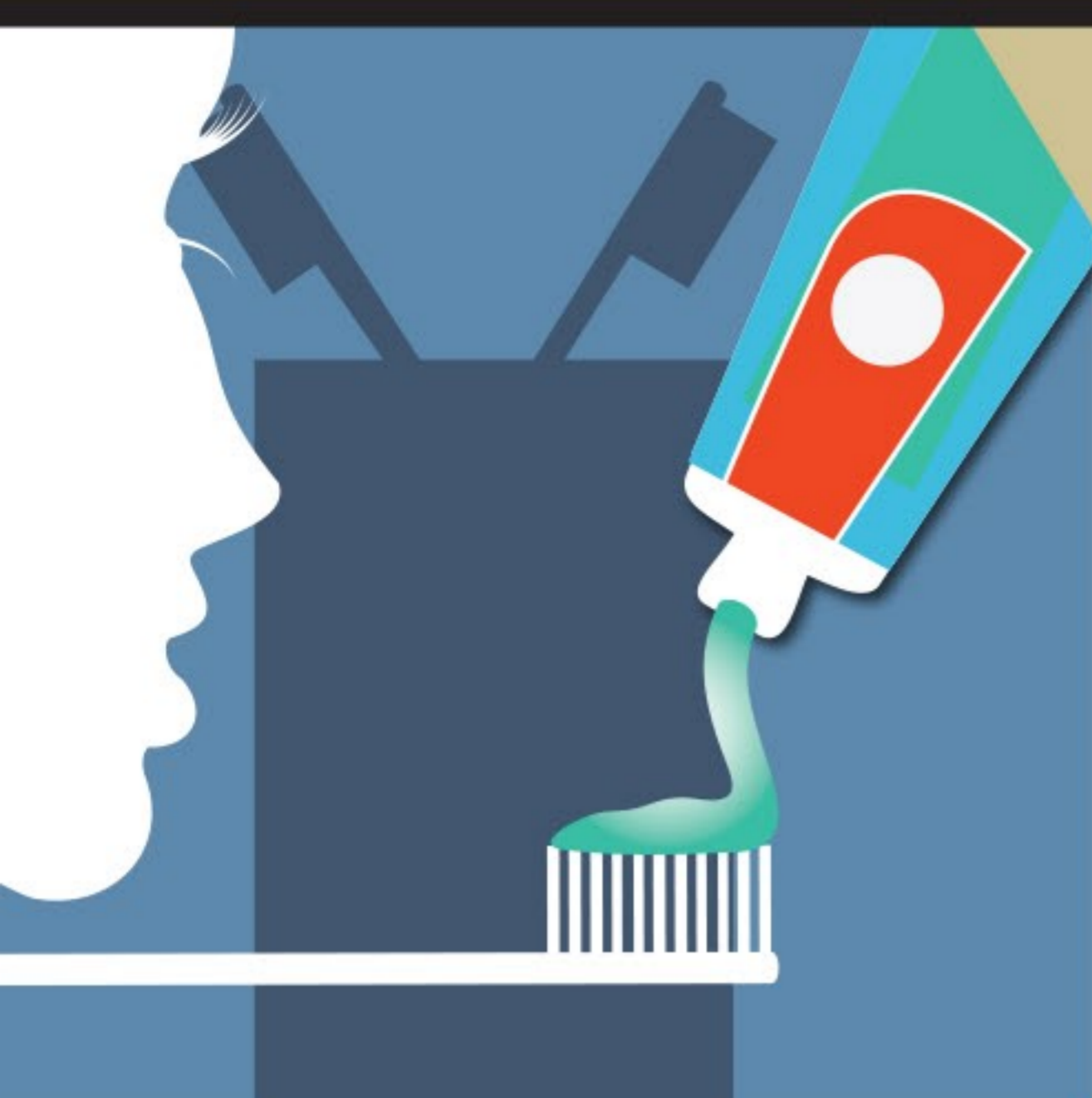
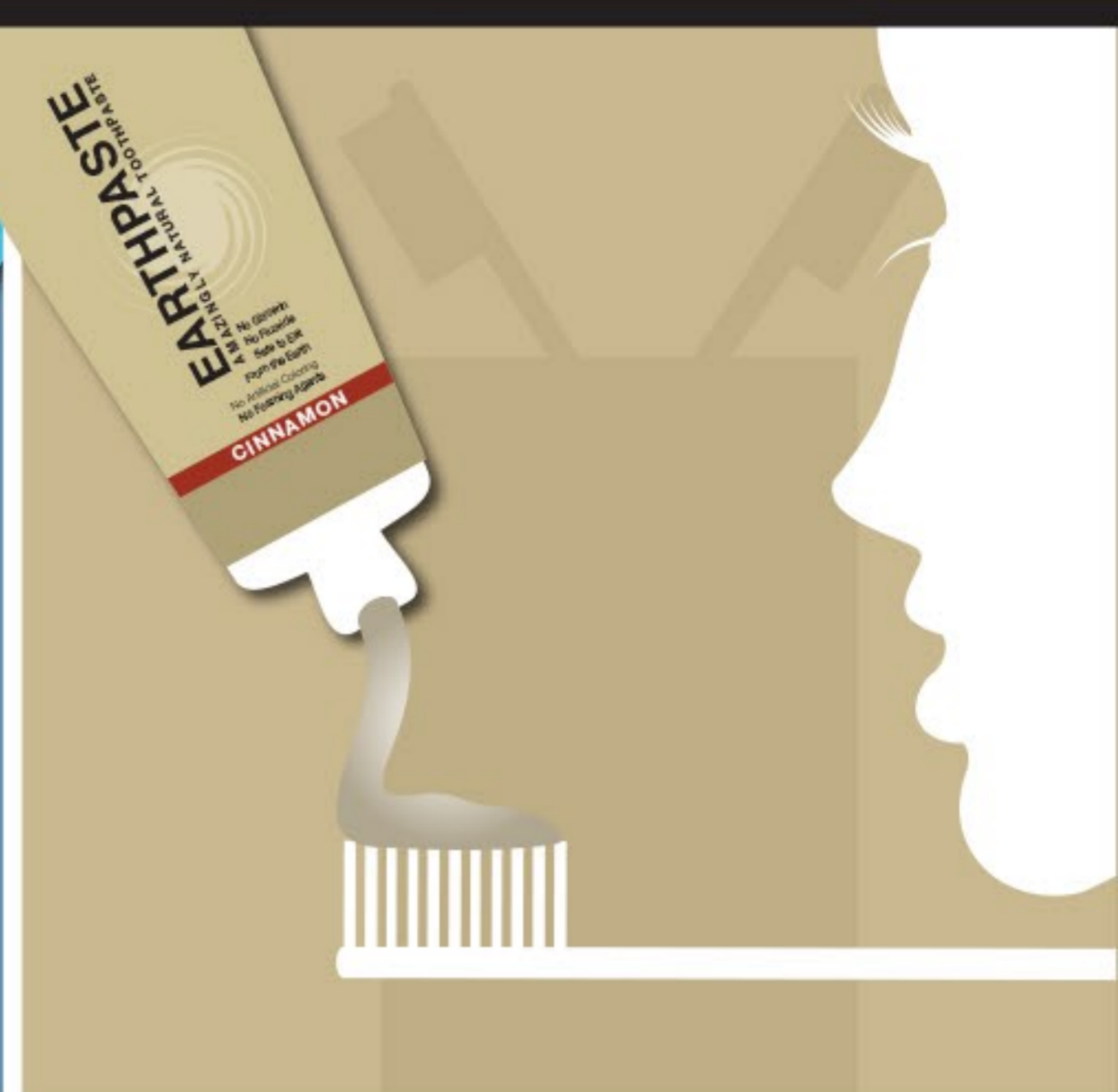


# WHAT'S IN YOUR TOOTHPASTE?



**Conventional Toothpaste – including "Natural" Brands**



**Redmond Earthpaste**

## Glycerin

Glycerin gives toothpaste a creamy texture, but doesn't make teeth cleaner. Unfortunately glycerin leaves a coating behind, keeping your teeth from remineralizing naturally.



No glycerin means no barrier between your teeth & Earthpaste's 60+ trace minerals. A great choice for remineralizing teeth.

## Sodium Lauryl Sulfate (SLS)

SLS makes toothpaste foam, but doesn't make teeth cleaner. Many people get canker sores from SLS.



No SLS!  
No foam!  
No cankers!

## Titanium Dioxide

Titanium Dioxide makes products white — toothpaste, sunscreen, even paint and vinyl fencing.



Earthpaste has been called "the world's ugliest toothpaste." We leave out the chemicals and love the beautiful, muddy gray color!

## Artificial Coloring



Blue toothpaste may be pretty, but it's not natural. Artificial colors have been linked to ADHD, hyperactivity and other problems.

No artificial colors. No artificial anything!



## Fluoride



Fluoride is added to strengthen enamel. It's also the reason for the poison warning label on almost every toothpaste out there.

No added fluoride, so your family is safe no matter how much they swallow.



## Warning Label

"If you swallow more than used for brushing, seek professional help or contact poison control center immediately."



**Kid Friendly**

Earthpaste is kid-friendly and safe to eat.

Sources:  
(Glycerin) <http://www.yourreturn.org/Treatments/Teeth/index.htm>  
(SLS) University of Mary Washington: Aphthous Ulcers  
(Artificial Coloring) Rowe KS, ROWE KJ, Department of Pediatrics, University of Melbourne, Royal Children's Hospital, Victoria Australia. J. Pediatr. 1994 Nov;125(5 Pt 1):691-8  
(Fluoride) <http://www.fluoridealert.org/issues/dental-products/toothpastes/>



Earthpaste delivers all the benefits you expect from a toothpaste without any chemicals or unnatural additives.