

EssentialOxygen

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Essential Oxygen's New 'BR Organic Toothpaste' Tests Lowest for Abrasion and Effectively Whitens Teeth; The 'Goldilocks' of Oral Care

-- Research shows most toothpastes promising whiter teeth are too abrasive, which can cause permanent damage to teeth and gums --

SAN RAFAEL, CA -- Essential Oxygen is excited to announce the Relative Dentin Abrasivity (RDA) test results for its emerging BR Organic Toothpaste with a score of 12, making it the lowest ranking abrasive toothpaste on the market. Conducted by The Oral Health Research Institute, an independent third-party laboratory recognized by the FDA and ADA, these breakthrough results show that Essential Oxygen's BR Organic Toothpaste is a safe and effective way to whiten teeth without damaging healthy enamel (alt text: while promoting healthy enamel).

"Many factors contribute to oral abrasion, including your toothpaste, type of toothbrush, how hard and often you brush, as well as the types of foods you eat," says Dr. Eric Zaremski, DDS. "Too much abrasion can cause permanent destruction to enamel, discoloration or teeth, and gum damage."

With this in mind, Essential Oxygen's founder and CEO Kate Linforth spent over three years formulating an effective, organic toothpaste that would have as little abrasion as possible and is safe for daily use, especially for people with sensitive teeth. Alongside, she developed an On-Demand Tooth Polish that allows individuals to control the frequency of using abrasion to remove tartar and surface film.

"The BR Organic Toothpaste and On-Demand Tooth Polish combination is the 'Goldilocks' of oral care -- it's all about striking the right balance of gentle brushing and abrasion," says Kate Linforth. "Our approach is 'whole mouth/whole body health' and we tap into the power of food grade hydrogen peroxide (which is regenerative for the environment!), organic aloe vera, coconut oil, and essential oils for your best smile ever."

Essential Oxygen produces the ground-breaking Pristine Protocol - a 3-step oral care system designed for individual customization and effectively whitens teeth, freshens breath, stimulates gum health and reduces tartar and tooth sensitivity. It has only natural, vegan, cruelty-free and gluten-free ingredients. The high integrity-driven brand is in tune with evolving consumer demands for organic oral care without objectionable ingredients like the neurotoxin fluoride, abrasive and staining charcoal, the burn of alcohol, dangerous sodium lauryl sulfate, and cavity promoting sugar. The company also produces a multi-purpose 3% Food Grade Hydrogen Peroxide solution.

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The Oral Health Research Institute also tested the RDA value of the BR On-Demand Tooth Polish, and it scored a 140, which makes it ideal for abrasion only when needed. An abrasion level of 140 on the RDA scale is under the FDA upper limit of 200 by a full 60 points, making it safe from being too abrasive, while still providing the cleaning and smoothing properties desired in an oral abrasion product. The BR On-Demand Tooth Polish can be used alone, or sprinkled on top of Essential Oxygen's BR Organic Toothpaste when abrasion is desired.

About Essential Oxygen

Essential Oxygen is a woman-owned, triple bottom line company that envisions the planet and its people beaming with optimal health. For over a decade, the company has promoted this vision by creating truly effective and clean natural products. The Pristine Protocol, a 3-step system for oral care includes BR Organic Brushing Rinse - the #1 selling natural mouthwash in the U.S. - BR Organic Toothpaste, and BR On-Demand Tooth Polish. Essential Oxygen also sells the signature 3% Food Grade Hydrogen Peroxide - deemed 'a cleaner way to clean everything'. Essential Oxygen products can be found in thousands of health stores in the U.S, Canada, and Australia as well as hundreds of online stores including Amazon and essentialoxygen.com.



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