

Coral White: World's Only Natural Toothpaste Formulated with Ionic Coral Minerals (calcium) from Above the Sea.

- No Fluoride
- No Artificial colors
- No Artificial flavors
- No Preservatives
- No Sodium Lauryl Sulfate
- Whitens Teeth
- Freshens breath
- Alkalizes saliva & neutralizes bacterial acids
- Reduces the possibility of cavities
- Re-mineralizes tooth enamel

Tooth enamel is made of 97% *mineral* by weight; 96% calcium carbonate/phosphate, and 1% phosphorus, fluorine, sodium, magnesium, sulfur, potassium & iron. The remaining elements are 2% water and 1% protein.

The structure of the enamel is actually a fine matrix of tubules conveying nutrients from the outside to the inside of the tooth and visa versa. Brushing your teeth with CoralWhite® not only helps to prevent cavities, whitens teeth, and freshens breath, but because of the unique whole food mineral complex from CoralWhite's® above the sea fossilized stony coral minerals, it helps to re-mineralize the enamel.

As we lose calcium salts (commonly found in the saliva) because of a poor diet, the pH of the mouth can shift to acid, thereby causing cavities. Using CoralWhite®, which contains 86% organic ionic calcium carbonate, will help shift the pH to alkaline and neutralize bacterial acids. In addition, along with frequent brushing and flossing, CoralWhite® adds to healthy gums.

Combining hydrogen peroxide for its gentle whitening effect, the essence of Tea Tree, Spearmint and Peppermint oils for their flavorful freshness with the antiseptic, antimicrobial and antioxidant botanicals of Echinacea, Golden Seal, Cinnamon, Clove, Ginseng and Ginkgo, CoralWhite® is much more than a toothpaste. It is nutrition in a tube. Only Stevia and Xylitol are used as sweeteners. CoralWhite® does *not* have fluoride, sodium lauryl sulfate or any toxic preservatives, artificial flavors, colors or other additives.

Why brush your teeth with a simple toothpaste, when you can nourish your teeth with CoralWhite®? There has never been a tooth-nutrient-paste made from above the sea fossilized stony coral minerals like CoralWhite®. Try one tube and you will feel, see and taste the difference.

James Chappell, D.C., N.D., Ph.D., M.H.