



On Guard® Natural Whitening Toothpaste with CPTG® essential oils

Product Description

dōTERRA's fluoride-free Natural Whitening Toothpaste combines the protective benefits of dōTERRA's proprietary On Guard® blend of Certified Pure Therapeutic Grade essential oils with other natural ingredients that help strengthen teeth, reduce plaque and whiten teeth with gentle polishing agents. The On Guard® blend of wild orange, clove, cinnamon, eucalyptus, and rosemary essential oils provides a first line of defense against germs and other pathogens that can infect the mouth and throat. Additional essential oils of peppermint and wintergreen and the natural sweetener xylitol give On Guard Natural Whitening Toothpaste a refreshingly unique cinnamon-mint flavor leaving breath (and toothbrush) fresh and clean throughout the day.

Concept

The human mouth is filled with bacteria and germs. Some are friendly microbes that help digest food and ward off harmful pathogens entering the body through the mouth, while others are pathogenic microbes that can cause oral infection and disease. Tooth decay is also caused by microbial activity in the mouth when bacteria break down sugars into acidic by-products that destroy tooth enamel creating cavities. Brushing, flossing and rinsing after eating helps to remove acids and other components of plaque on the teeth caused by bacteria. Managing microbial growth in the mouth also supports healthy gums.

Toothpastes and oral washes are usually formulated to help with plaque removal and killing harmful bacteria that can cause tooth decay and gum disease. Fluoride is also used to help with the strengthening of tooth enamel. However, a growing concern with the side effects of fluoride has caused consumers to look for other tooth remineralization products. Furthermore, mouth washes that use high levels of harsh alcohols to kill germs have also come under scientific scrutiny for their potential to disrupt the sensitive balance and function of healthy microbial activity in the mouth.

dōTERRA's On Guard Natural Whitening Toothpaste promotes a healthy oral environment without the use of fluoride or alcohol. Instead, it employs a blend of pure essential oils to

help strengthen oral defenses against harmful microbes and uses gentle, safe ingredients that help with plaque removal and that polish and whiten teeth naturally.

On Guard Natural Whitening Toothpaste includes calcium hydroxyapatite, a safe alternative to fluoride that helps strengthen dental enamel by restoring equilibrium of tooth remineralization. It also includes hydrated silica, a gentle abrasive that helps remove plaque and brighten teeth during brushing. One part a defense against harmful germs and bacteria entering through the mouth, one part tooth enamel strengthener, and one part gentle cleanser and whitener, On Guard Natural Whitening Toothpaste is an excellent foundational product for complete oral health.

Primary Benefits

- On Guard® protective blend of essential oils provides natural germ protection
- Supports strong teeth and healthy gums
- Naturally whitens teeth by removing stains with gentle polishing agents

What Makes This Product Unique?

- Formulated with CPTG Certified Pure Therapeutic Grade® essential oils
- Proprietary formula that is free of harsh abrasives, alcohol and fluoride
- Formulated according to dōTERRA's "NONE OF THE BAD" philosophy, meaning it does not contain artificial colors, diethanolamine (DEA), formaldehyde donors, parabens, phthalates, propylene glycol, sodium laureth sulfate (SLES), sodium laurel sulfate (SLS), toluene, or triethanolamine (TEA). Product not tested on animals

Key Ingredients

- Proprietary On Guard® essential oil blend of wild orange, clove, cinnamon, eucalyptus, and rosemary that clean and freshen breath while providing natural protection against germs and other harmful microbes in the mouth
- Myrrh essential oil that provides soothing protection for the mouth, gums, and throat
- Peppermint essential oil that functions as a natural germ-fighting agent and, combined with the On Guard essential oil blend, leaves your breath cinnamon-mint fresh
- Calcium hydroxyapatite clinically shown to support strong teeth through remineralization of surface tooth enamel
- Natural xylitol sweetener that tastes great while promoting oral health
- Hydrated silica, a natural abrasive that helps remove plaque and tooth stains, but gentle enough to not damage tooth enamel

Who Should Use this Product?

Safe and effective for the whole family.

Directions for Use

After flossing, apply a dime size amount of paste to moistened toothbrush, brush gently but thoroughly, preferably after each meal and in morning, and night, or use as directed by a dentist or physician. For improved results, follow with a mouthwash of 1 drop of On Guard® essential oil blend mixed in 8 oz. of water. Swish wash vigorously in mouth for 1 minute and rinse.

Ingredients:

Glycerin, Water, Hydrated Silica, Hydroxyapatite, Xylitol, Calcium Carbonate, Cellulose Gum, *Mentha piperita* (Peppermint) Essential Oil, *Citrus sinensis* (Wild Orange) Essential Oil, *Eugenia caryophyllata* (Clovebud) Essential Oil, *Cinnamomum zeylanicum* (Cinnamon Bark) Essential Oil, *Eucalyptus radiata* (Eucalyptus) Essential Oil, *Rosemarinus officinalis* (Rosemary) Essential Oil, *Stevia rebaudiana* (Stevia) Extract, *Gaultheria procumbens* (Wintergreen) Essential Oil, *Commiphora myrrha* (Myrrh) Essential Oil, Sodium Lauroyl Sarcosinate, Carrageenan, Titanium Dioxide

On Guard Toothpaste

4oz/113g Tube

Item code: 3891

Consultant price: \$8.50 (5 PV)

Preferred member price: \$9.07

Suggested retail price: \$11.33