



# Sparkle Toothpaste

## INGREDIENTS

Glycerin (Plant Derived)\*\*, Purified Water (Aqua), Calcium Carbonate (Mineral), Silica (Mineral), Sorbitol (Fruit Derived), Xanthan Gum (Plant Derived)\*\*, Xylitol (Plant Derived), Sodium Chlorite (Stabilized Oxygen), Decyl Glucoside (Coconut Derived Cleanser), Mentha Piperita Oil (Peppermint Oil)\*, Stevia (Plant Derived)\*.

## Benefits



### Vegetable Glycerin

Organic Vegetable Glycerine / Glycerin / Glycerol (all 3 scientific terms are interchangeable and refer to the same ingredient)

#### Health Benefits:

- Certified ToxicFree® humectant that keeps toothpaste polish moist, and adds a pleasant sweet flavor.
- Essanté Organics obtains all glycerine from non-GMO vegetable sources, versus the more common sourcing practice from animal by-products.
- Clinical studies show vegetable glycerine is soluble in water and does not cause demineralization of the teeth as bleaching agents do (demineralization occurs when the pH balance of plaque is lowered).
- Glycerine is not acidic it is base, and is an excellent ingredient choice clinically proven to help improve overly sensitive teeth.



### Purified Water

Purified water is the only type of water we use in our product formulas. Purified water undergoes reverse osmosis, distillation, and filtration to remove pathogens, impurities, contaminants, pesticides, chemicals (including fluoride and chlorine), minerals, and heavy metals (including mercury and lead). It is pH balanced and offers several skin health benefits including: Gentle Abrasive for Cleaning and Polishing

- **Hydration:** Maintains optimal skin and body hydration while supporting bodily functions including temperature regulation and nutrient absorption through the skin.

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## Purified Water (cont'd)

- **Reduced Contaminant Exposure:** Free from harmful substances like bacteria, heavy metals (e.g., lead, mercury), pesticides, and chemicals, lowering the risk of waterborne illnesses or long-term toxicity.
- **Improved Absorption:** Aids in absorption through the skin. Free of chlorine and sediments it encourages better skin permeability.
- **Kidney Health & Detoxification:** Supports kidney function by flushing out toxins and reducing the risk of kidney stones. Assists the liver and kidneys in eliminating waste and toxins, promoting overall metabolic health.
- **Supports Physical Performance:** Ensures proper hydration during stress, including sickness and exercise, reducing fatigue and maintaining muscle function.
- **Skin and Cell Health:** Promotes hydrated, clear skin by supporting cell function and reducing exposure to impurities.
- **Safe for Sensitive Skin:** Ideal for infants, pregnant women, and immunocompromised individuals, as it minimizes risks from pathogens or contaminants.



## Calcium Carbonate

### Health Benefits:

- A certified ToxicFree® mineral that delivers strong cleaning power to help remove stains and plaque, as well as polish teeth.
- Calcium carbonate provides enough abrasion to remove plaque and stains, yet protects and keeps tooth enamel intact. Note: minerals cannot be classified as organic.



## Silica

- *Gentle Abrasive for Cleaning and Polishing*
  - ◊ The mineral Silica acts as a mild abrasive in toothpaste, helping to remove plaque, surface stains, and food debris from teeth. It cleans teeth effectively without excessive wear on enamel, as silica particles are designed to be less abrasive than older agents like calcium carbonate.
  - ◊ Polishes teeth, contributing to a smoother, whiter appearance by removing stains from coffee, tea, or smoking.
  - ◊ Supports cavity prevention by reducing plaque buildup, which harbors bacteria like Streptococcus mutans.
  - ◊ Studies show silica has a low abrasivity index (RDA, Relative Dentin Abrasivity), making it safe for enamel and dentin when used as directed.
- *Plaque and Tartar Control*
  - ◊ By mechanically scrubbing teeth, silica helps prevent plaque from hardening into tartar (calculus), which can lead to gum disease and tooth decay.
  - ◊ Reduces the risk of gingivitis and periodontal disease by keeping teeth surfaces clean.
  - ◊ Strengthens enamel and prevents cavities.
- *Safe for Enamel and Sensitive Teeth*
  - ◊ The mineral silica is a better and natural particle size and hardness, making it gentler than some abrasives, suitable for daily use and for those with sensitive

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## Silica (cont'd)

teeth.

- ◊ Minimizes enamel erosion compared to harsher abrasives, preserving tooth structure. Safe for individuals with dentin sensitivity, as it cleans without aggressive scratching.
- *Texture Enhancement*
  - ◊ Silica acts as a thickener, giving toothpaste a smooth, consistent texture that improves application and user experience.
  - ◊ Ensures even distribution of active ingredients (e.g., fluoride, peppermint oil) during brushing.
  - ◊ Enhances the sensory experience, delivering a refreshing feel when coupled with our organic peppermint oil.
- *Natural and Non-Toxic*
  - ◊ Silica is a naturally occurring mineral that aligns with preferences for clean, chemical-free, natural, organic oral products including toothpastes.
  - ◊ Appeals to those seeking natural alternative toothpastes that work better than toothpastes made with harsh toxic alternatives



## Sorbitol

### Health Benefits:

- Certified ToxicFree®, non-GMO, slow-metabolizing glucose derived from fruit or seaweed.
- Adds a healthy sweetness and sustains a good pH balance in the mouth.
- Does not lower the pH of plaque like sugar, which causes the demineralization of tooth enamel.



## Xanthan Gum

### Health Benefits:

- is a natural gum plant thickener that thickens Essanté Organics toothpaste and helps keep Sparkle Toothpaste Polish moist for a 2-year shelf life. Helps prevent cavities by inhibiting the growth of bacteria, including Streptococcus.



## Xylitol

### Health Benefits:

- Certified ToxicFree® natural sugar found in plums, strawberries, raspberries, and birch trees.
- Essanté Organics sources Xylitol from non-GMO birch trees.
- Xylitol replaces synthetic saccharine that can cause health issues.
- Replaces sugars that can lead to tooth decay.
- Helps prevent cavities by inhibiting the growth of bacteria, including Streptococcus.



## **Sodium Chlorite (Stabilized Oxygen)**

### **Health Benefits:**

- Mother Nature's and scientist's top choice as the safest, most powerful, number one antimicrobial on earth.
- See Essanté Organics Stabilized Oxygen Antimicrobial Efficacy Sheet for a list of all the bacteria, fungi, and viruses it kills including Strep, Staph, Salmonella, Hep C, HIV, E Coli, Candida, Herpes and more. Essanté Organics' Sodium Chlorite is certified ToxicFree®, FDA approved, and it breaks down into salt.



## **Decyl Glucoside**

### **Health Benefits:**

- Pure, certified ToxicFree® coconut derived glucose cleanser that creates a foam which traps Essanté Organics Sparkle Toothpaste Polish onto the gums and teeth long enough to provide powerful antimicrobial, anti-fungal, antibacterial, and anti-inflammatory actions.



## **Organic Peppermint Oil**

### **Health Benefits:**

- Essanté Organics begins with fresh, organic mint leaves and applies a proprietary triple distillation process. This extra step yields a very smooth, refreshing, sweet taste, especially compared with most toothpastes which use chemical flavorings or peppermint leaves sprayed with toxic pesticides.
- Essanté Organics' organic peppermint is scientifically proven to support: cleansing, detoxing, swelling, and digestion.



## **Organic Stevia**

### **Health Benefits:**

- Unrefined powder Essanté Organics derives from dried, organic, green stevia leaves.
- It is an extremely useful herb in oral hygiene formulations.
- Essanté Organics uses grade A organic stevia, due to its highly effective antibacterial and anti-fungal properties and because it does not have an aftertaste as lower grade stevia does.
- Research shows organic stevia can stop dental decay and bleeding gums when used for an extended period of time, primarily due to its capability to kill bacteria that cause tooth decay and gum diseases. Tooth decay and gum diseases are the two most common problems faced by diabetics.
- The organic stevia in Sparkle Toothpaste Polish supports blood sugar levels. It provides a zero-calorie sweetness too.
- Medidart® shares organic stevia's vast health benefits including its ability to support: blood sugar, weight management, blood pressure, oral health, bone health, skin health and more. These benefits go a long way in motivating some of us to brush with Essanté Organics Sparkle Toothpaste Polish more than the average 2 times per day.
- Essanté Organics selects and uses the finest quality organic stevia on earth.