



SPARKLE TOOTHPASTE

EFFICACY SHEET - KILL RATES / SENSITIVITY
ABRASIVENESS CHART



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1 EFFICACY SHEET - KILL RATES

Antimicrobial Efficacy of Sodium Chlorite / Stabilized Oxygen (active ingredient)

BACTERIA

TEST ORGANISM	CONTACT TIME	CONCENTRATION	RESULT
Alicyclobacillus acidoterrestris	10 min	30 ppm	99.998% kill
Bacillus cereus spores	5 min	200 ppm	99.999% kill
Campylobacter jejuni	30 sec	30 ppm	99.9% kill
Erwinia carotovora	60 sec	50 ppm	99.999% kill
Escherichia coli O157:H7	60 sec	3 ppm	99.999 % kill
Lactobacillus sp.	60 sec	20 ppm	99.999% kill
Legionella pneumophila	60 sec	25 ppm	99.999% kill
Listeria monocytogenes	60 sec	25 ppm	99.9999% kill
Methicillin Resistant Staphylococcus aureus (MRSA)	10 min	500 ppm	100% kill
Mycobacterium bovis (tuberculosis)	10 min	500 ppm	99.9999% kill
Pediococcus sp.	60 sec	20 ppm	99.999% kill
Proteus mirabilis	60 sec	100 ppm	99.999999% kill
Pseudomonas aeruginosa	60 sec	5 ppm	99.9999% kill
Salmonella typhimurium	60 sec	100 ppm	99.999% kill
Staphylococcus aureus	60 sec	30 ppm	99.999% kill
Streptococcus faecalis	60 sec	100 ppm	99.99999% kill
Streptococcus faecium	60 sec	100 ppm	99.9999% kill
Vancomycin Resistant Enterococcus faecalis (VRE) 1	0 min	500 ppm	100% kill

FUNGI

TEST ORGANISM	CONTACT TIME	CONCENTRATION	RESULT
Aspergillus fumigatus spores	60 sec	100 ppm	99.9999% kill
Aspergillus niger	60 sec	100pp,	99.9999% kill
Candida albicans	60 sec	100 ppm	99.99999% kill
Cladosporium	30 sec	500 ppm	99.999% kill
Mucor sp	30 sec	500 ppm	99.999% kill
Penicillium	60 sec	100 ppm	99.999% kill
Penicillium roquefortii	60 sec	500 ppm	100% kill
Saccharomyces cerevisiae	60 sec	30 ppm	99.999% kill
Stachybotrys chartarum	60 sec	100 ppm	99.997% Kill
Trichophyton mentagrophytes	5 min	500 ppm	100% kill

VIRUSES

TEST ORGANISM	CONTACT TIME	CONCENTRATION	RESULT
African Swine Fever Virus	5 min	500 ppm	100% virucidal
Avian Influenza A virus	10 min	500 ppm	100% virucidal
Canine Parvovirus	10 min	500 ppm	100% virucidal
COVID-19 (caused by the virus SARS-CoV-2)	10 min	500 ppm	100% virucidal
Coxsackie Virus	5 min	550 ppm	99.9% kill
Foot & Mouth Disease Virus	5 min	500 ppm	100% virucidal
Hepatitis C	10 min	500 ppm	100% virucidal
Herpes Simplex Virus Type	1 5 min	550 ppm	99.9% kill
Newcastle Disease virus	10 min	500 ppm	100% kill
HIV Virus Type 1 (HIV 1)	10 min	500 ppm	100% virucidal
Polio Virus Type 2	5 min	550 ppm	99.9% kill
PRRS virus	60 sec	312 ppm	100% virucidal
Pseudorabies virus	10 min	500 ppm	100% virucidal
Rhino Virus	5 min	550 ppm	99.9% kill
SARS-CoV-2	10 min	500 ppm	100% virucidal
Swine Vesicular Disease Virus	5 min	500 ppm	100% virucidal

2 SENSITIVITY ABRASIVENESS COMPARISON CHART

RDA rating of Sparkle Toothpaste, the #1 choice for sensitive teeth:

Teeth become sensitive when tooth enamel is worn away, and the permeable tooth layer below, known as dentin, is exposed. Many toothpastes are overly abrasive and actually strip away tooth enamel, which may not grow back. The 1st protocol a dentist will recommend for patients with sensitive teeth is a less abrasive toothpaste. Abrasiveness in toothpaste is measured in RDA units or Relative Dentin Abrasion Value. The LOWER the RDA number the LESS abrasive the toothpaste. This table demonstrates the RDA rating of Sparkle Toothpaste and other toothpaste brands:

THE RDA TABLE

LEVEL OF ABRASIVENESS	RDA
Low Abrasive	0-70
Medium Abrasive	71-100
Highly Abrasive	101-199
Regarded as Harmful per the FDA	200+

SENSITIVITY & ABRASIVENESS COMPARISON CHART

TOOTHPASTE	RDA
Sparkle Toothpaste	55
Tom's of Maine Children's Toothpaste	57
Rembrandt Mint	63
Colgate	68
Arm & Hammer Advance White Sensitive	70
Biotene	78
Sensodyne	79
Rembrandt Intense Stain	85
Tom's of Maine	93
Rembrandt Plus	94
Sensodyne Fresh Impact	94
Sensodyne Original	100
Crest Sensitivity Protection	107
Aquafresh Whitening	113
Colgate Total Whitening	142
Crest Pro Health Enamel Shield	145
Ultra Bright Advanced Whitening	145
Nature's Gate	176

3 ABOUT EACH INGREDIENT

Vegetable Glycerin is a certified ToxicFree® humectant that keeps Toothpaste 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 an excellent ingredient choice clinically proven to help improve overly sensitive teeth.

Calcium Carbonate is 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 in tact. Note: minerals cannot be classified as organic.

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

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

Xanthan Gum is a natural gum plant thickener that thickens Essanté Organics toothpaste and helps keep Sparkle Toothpaste moist for a 2-year shelf life.

Organic Stevia is an 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 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 more than the average 2 times per day. In addition, Essanté Organics selects and uses the finest quality organic stevia on earth.

Sodium Chlorite (Stabilized Oxygen) is 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 is a pure, certified ToxicFree® coconut derived glucose cleanser that creates a foam which traps Essanté Organics Sparkle Toothpaste onto the gums and teeth long enough to provide powerful antimicrobial, anti-fungal, antibacterial, and anti-inflammatory actions.

Organic Peppermint Oil 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.

Stevia 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.

*See labels for organic ingredients