

Health Hints

Baking Soda: Surprising Tooth Revitalizer

(NAPSA)—Here's something to smile about: baking soda can do more than absorb odors, get dough and batter to rise and remove stains from your carpet.

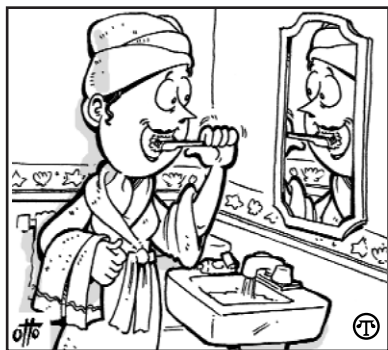
When it comes to taking care of your teeth, baking soda can really put its money where your mouth is. What's more, it's working right under your nose every day, although most people don't even know it.

According to a new survey, less than 11 percent of adults polled were aware that their mouths naturally produce sodium bicarbonate or baking soda. This naturally occurring substance helps to defend against plaque, bacteria and germs that can harm your teeth and gums, triggering breath odor and promoting tooth stains.

The survey, conducted by Impulse Research, found over 70 percent of consumers believe baking soda is an effective cleaning agent, yet more than half thought it was abrasive. Less than 30 percent of responders were aware that along with being efficient, baking soda is gentle on your tooth surface enamel. In fact, it is clinically proven to gently dissolve stains that build up from everyday food and drinks.

To help, there's an easy and convenient way to get a healthier and brighter smile with all the positive effects of baking soda, and it doesn't require you to steal that box from the fridge.

A company that's been the baking soda experts for more than 155 years, Arm & Hammer®, has



In toothpaste, baking soda puts the bite on stains and bad breath, but is easy on tooth enamel.

added new Enamel Care® Breath Defense™ to its family of toothpastes. The new toothpaste uses Liquid Calcium® technology to restore enamel luster, fluoride to protect teeth and baking soda to eliminate odors caused by bacteria. It can help control bad breath for up to three hours after you brush. This line of toothpaste provides up to five times more Dental Baking Soda than regular toothpaste, resulting in healthier teeth, fresher breath and a more dazzling smile.

"When it comes to oral care, baking soda is a true powerhouse," said Dr. Brian Daub, DDS. "All Arm & Hammer® toothpastes combine cavity-fighting fluoride with the proven strength and gentleness of baking soda and go beyond cleaning your teeth by actually working with your mouth's natural system to help protect and maintain your oral health."

For more information, visit www.myoralcare.com.