## NEW!



Fluoride-Free Plant-Based Formula with No Peroxides

WHITENS TEETH + REDUCES TARTAR BUILDUP With Thieves® and Orange Essential Oils

Net wt. 4 oz. (113.4 g)



The Best of Nature for a Brighter Smile



## WHITENING TOOTHPASTE

Achieve long-lasting brightness and freshness with pure and safe ingredients that whiten teeth, fight plaque, support healthy gums and remove stains without damaging the enamel.

## THE SCIENCE BEHIND SPARKLING SMILES

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The revolutionary whitening toothpaste works in 2 ways to give you a brighter smile:



Specially designed round silica particles roll over the surface of teeth



Contains calcium hydroxyapatite which closely mimics the tooth's enamel and works as a polishing agent to achieve enhanced brightness and shine.



## FREE FROM HARSH CHEMICALS

It's free from harmful peroxides, fluoride, SLS, parabens, phthalates, mineral oil, synthetic perfumes, dyes, toxic ingredients, artificial colors, flavors, and preservatives.





Zesty Orange, fresh Peppermint and cool Spearmint essential oils are combined with our spicy Thieves blend to give you a toothpaste infused with EO-goodness!

Key Ingredients: Calcium hydroxyapatite, Silica, Perlite, Xylitol, Calcium bicarbonate, Thieves essential oil blend, Spearmint essential oil, Peppermint essential oil, Orange essential oil