

Truly American toothpaste

Our Buy American Mention of the Week!

by Roger Simmermaker

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Do you know where your toothpaste is made? And if it says it is "Made in the USA" do you know where the ingredients in your toothpaste come from? I do, because I use Davids premium natural toothpaste where 98 percent of the ingredients are of USA origin. Only two percent are sourced outside the United States (from Japan). You can check out this uniquely American product at www.rogersaysdavids.com.

In 2011, Eric David Buss (the founder of Davids premium natural toothpaste) began what turned into a four-year quest to create the most natural and most American toothpaste possible.

While talking to suppliers, he discovered that most of the big name companies use large amounts of foreign-sourced ingredients (mostly from China and India), even in the brands that are labeled as "Made in the USA". At Davids, they take a much different approach, using only premium ingredients that are farmed, mined, and processed in the USA, in order to have the highest quality toothpaste possible and to support American jobs!

On every tube and package of [Davids natural toothpaste](#), you will see the slogan, "nature+America+you". This slogan represents Davids commitment to the sustainability of nature, the sustainability of American jobs, and the sustainability of your health - all of which created the highest quality premium natural toothpaste available.

Have you noticed an excessive amount of foaming action when you brush your teeth with your toothpaste? Those are sulfate-based chemicals, most commonly Sodium Lauryl Sulfate (SLS). These chemicals are used by most toothpaste companies, and are harmful to the environment and may also be harmful to your body. This is the same chemical that can leave a burning sensation in your mouth after brushing, and causes mouth sores for many. Instead of sulfates, Davids uses a more natural ingredient derived from coconut oil, which has a more mouth friendly mild foaming action....no more excessive foaming and burning.

Other companies use artificial mint flavoring or inferior imported mint oil. At Davids, they eliminated artificial flavoring that are found in most other toothpastes and found safe natural alternates. Davids partnered with leading mint experts to develop a custom mint flavor, using premium mint oils from various mint growing regions around the United States. Once blended together, they create a custom mint flavoring that leaves incredibly fresh minty breath.

I've been using Davids for a few weeks now, and it is truly amazing how I've come to realize how the imported mint products found in other toothpastes were actually giving me what I would call a "false freshness". Once you experience the premium USA-produced mint oil found in [Davids toothpaste](#), you will discover what you've been missing.

Another way Davids has succeeded in creating a healthy and effective toothpaste is by eliminating fluoride. If you look closely, you'll probably find this warning on the toothpaste you've been using: "Keep out of reach of Children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away." Every toothpaste manufacturer that includes fluoride is required to print this warning label on their packaging. Since Davids is committed to using only safe natural ingredients to promote both personal and oral health, they have chosen to not utilize fluoride in their toothpaste due to health concerns surrounding this ingredient. Even if you don't actually swallow a significant amount of fluoride, it still makes its way into your

personal and oral health, they have chosen to not utilize fluoride in their toothpaste due to health concerns surrounding this ingredient. Even if you don't actually swallow a significant amount of fluoride, it still makes its way into your bloodstream through your gums while brushing and can still pose health concerns.

Instead of fluoride, Davids premium natural toothpaste uses the highest quality natural ingredients to safely and effectively fight to prevent plaque and tartar buildup. Since plaque is the primary cause of cavities, Davids uses a natural limestone abrasive to mechanically remove the plaque, and baking soda to neutralize the acids in your mouth, which further reduces plaque formation. Additionally, Davids toothpaste use xylitol, made from natural birch bark, to re-mineralize the enamel on your teeth, creating a defense against cavities. Together, these natural ingredients found in Davids natural toothpaste work to effectively maintain your oral health in a healthy and natural way.

When you use [Davids premium natural toothpaste](#), you'll not only be helping to keep jobs in America, but you are also helping keep profits and tax revenue here in America as well, since Davids is a family owned and operated company in California. (Eric told me that one of the reasons he chose his personal middle name "David" for the company was because he was the small guy going up against the giants in the toothpaste industry...David vs. Goliaths)

No animal testing is done in developing Davids premium natural toothpaste. Instead of a plastic tube that ends up in our landfills, Davids comes in a 100 percent recyclable metal tube. Their paperboard packaging comes solely from forests that are managed and protected by the Forest Stewardship Council (FSC certified), and their carton packaging is derived from 100 percent wind power.

With Davids, it all comes down to the sustainability of American labor, American profits, American ingredients, American packaging, and American jobs. As a personal fan and user of Davids premium natural toothpaste, I would encourage you to do the environment, your body, your teeth, and your country a favor at the same time and order this great, all-natural, American product.

Davids Natural Toothpaste is offering the 'How Americans Can Buy American' audience a great opportunity to try and buy Davids toothpaste at 50 percent off for 30 days from the date of this article. Order this great American product at www.rogersaysdavids.com and use discount code "AmericanToothpaste" (no spaces) at checkout to get your 50 percent off the purchase price! Try it for a week or two just like I did and I'd be willing to bet you won't ever go back to your old brand again.