

FOR IMMEDIATE RELEASE

Coral Kids' Toothpaste Brightens National Children's Dental Health Month in February

CARSON CITY, NV (November 14, 2012) – While February is “Children’s Dental Health Month according to the [American Dental Association](http://www.american-dental-association.org), getting kids to brush their teeth any time of the year is no easy feat. [Coral LLC](http://www.coralcalcium.com) makes the dental hygiene routine easier *and* healthier with **Coral Kids' Toothpaste**, great-tasting, all natural fluoride-free toothpaste.

Coral Kids' Toothpaste is made with natural ingredients parents will appreciate, a **colorful kid-friendly package** and **delicious Berry-Bubble Gum flavor** that will keep kids smiling all day long. The great tasting paste is **free of the fluoride, Sodium Lauryl Sulfate (SLS), preservatives and synthetic ingredients** commonly found in other toothpaste brands which, when swallowed, can be harmful to children.



Instead, this coral calcium-based toothpaste uses Xylitol, essential oils, and natural botanicals with antiseptic, antimicrobial and antioxidant qualities to provide a natural alternative to help care for kids' pearly whites.

Formulated with EcoSafe™ ionic calcium from above-sea coral, Coral Kids' toothpaste also:

- Helps to shift the mouth's pH to alkaline and neutralize bacterial acids, thus decreasing decay
- Assists in maintaining gum health
- Helps to prevent cavities
- Freshens breath

Coral Kids' Toothpaste can be found at natural foods retailers nationwide or at www.coralcalcium.com. MSRP: \$6.95 for a six-ounce tube.

Coral LLC, the leading brand of coral minerals, is the original coral mineral company in the U.S., using only eco-friendly “above sea coral”. The company is located at 38 Diamondback Way, Carson City, NV. To learn more about the complete line of products visit www.coralcalcium.com or email Alberto Galdamez at alberto@coralcalcium.com. For more information, images or samples, media may contact On the Horizon Communications at (805) 773-1000, or email holly@thepressroom.com.