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**FOR IMMEDIATE RELEASE**

## **Brush Up Teeth Cleaning Routine with Coral LLC's Coral White Toothpaste for National Dental Hygiene Month in October**

*Effective Formula Uses Above-Sea Coral and Other Natural Ingredients to Protect and Whiten*

CARSON CITY, NV (July 18, 2012) – October is [National Dental Hygiene Month](#), providing the perfect opportunity to brush up on healthy habits to protect the teeth and gums. **Keep pearly whites in prime condition with [Coral LLC's Coral White toothpaste](#) – the world's only toothpaste formulated with above-sea coral minerals, which help build tooth enamel, prevent cavities and freshen breath without harmful preservatives or synthetics.**



Unlike traditional toothpastes that squeeze in a host of controversial ingredients such as fluoride, Sodium Laurel Sulfate and chemical flavors and dyes, **Coral White relies on EcoSafe™ ionic calcium from coral, as well as natural oils and botanicals, to keep teeth and gums healthy.**

The unique whole food mineral complex created from fossilized stony coral minerals helps to **re-mineralize and build enamel while also shifting the mouth's pH to neutralize decay-causing bacterial acids.** Tea tree, spearmint and peppermint oils, as well as Xylitol, promise great flavor and fresh breath, while antiseptic, antimicrobial and antioxidant-rich Echinacea, goldenseal, clove, ginseng and ginkgo pack **powerful protection from damaging germs.** Hydrogen peroxide offers a **gentle whitening effect.**

Available in several varieties to serve the entire family, Coral White can be purchased in mint or tea tree flavor in a six-ounce tube (MSRP: \$6.95) and now, **back by popular demand**, in a handy one-ounce travel tube (MSRP: \$2.99). Coral Kids, recommended for children age two and up, is available in berry-bubblegum flavor in a six-ounce tube (MSRP: \$6.95).

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](http://www.coralcalcium.com) or email Alberto Galdamez at [alberto@coralcalcium.com](mailto: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](mailto:holly@thepressroom.com).

