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**FOR IMMEDIATE RELEASE**

## **Combat the Halloween Candy Binge for National Dental Hygiene Month With Coral LLC's Coral Kids' Toothpaste**

*Great-Tasting Natural Kids Toothpaste Uses Above-Sea Coral to Prevent Cavities*

CARSON CITY, NV (August 15, 2012) – October is [National Dental Hygiene Month](#) and home to the holiday that goes hand in hand with big candy consumption (Halloween), providing the perfect opportunity for kids to brush up on healthy habits to protect the teeth and gums.

According to the [U.S. Census Bureau](#), Americans consume about 25 pounds of candy each annually, a large portion of which is probably consumed by kids on Halloween.



Help combat the dental side effects of this massive sugar intake and keep children's pearly whites in prime condition *naturally* with [Coral LLC's Coral Kids' toothpaste](#) – the *world's only* kids toothpaste formulated with above-sea coral minerals, which help build tooth enamel, prevent cavities and freshen breath without harmful preservatives or synthetics.

Unlike traditional children's toothpastes that squeeze in a host of controversial ingredients such as fluoride, Sodium Laurel Sulfate and chemical flavors and dyes, **Coral Kids' safe-to-swallow formula 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**, while Xylitol, essential oils, and natural botanicals with antiseptic, antimicrobial and antioxidant qualities pack powerful **protection from damaging germs.**

Available in a **kid-friendly berry-bubblegum flavor**, Coral Kids' is **recommended for children two and up** and can be purchased 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).

