THE GOOD-GUMS GUIDE TO NATURAL ORAL HEALTH AND WELLBEING

GoodGumsPowder.com
Welcome to our in-depth guide to natural oral health and wellbeing.

With years of experience in this field and lots of feedback from customers, we’ve compiled valuable knowledge into this guide to help you achieve better oral health without the use of artificial chemicals, additives, or exposure to toxins.

Yes! It is possible - given the right support and conditions, our bodies have amazing self-healing powers. And that’s what Good-Gums is all about - working in harmony with your body’s natural processes.

Our modern lifestyle, high intake of processed foods and continual exposure to sugar all make it harder for our bodies to maintain good health naturally.

We’ve spent years understanding how this can cause common oral health conditions, which left unchecked can cause havoc in a person’s mouth and lead to expensive, and sometimes painful, intervention.

But that doesn’t have to be you!

The information in this guide puts you back in control. With the awesome power of nature on your side, you’ll be able to take care of your oral wellbeing and your mouth will love you for it!

Our product Good-Gums is specially designed to support your body’s natural healing processes. It’s 100% pure, natural and free from anything artificial.

John & Lynwood - the good guys at Good-Gums.
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Did you know – most of us (over 75% of adults) have some form of gum disease, even though we’ve brushed regularly with toothpaste for years. The stuff they put in those squeezy tubes just isn’t doing enough to prevent or treat these very common problems.

But it doesn’t have to be that way – there’s hope! Find out more about your oral condition with our helpful guide, packed with tips, information and things YOU can do at home to help, how to save money on expensive dental procedures and more.

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HOW GOOD-GUMS HELPS IN WAYS TOOTHPASTE CAN’T
ONLINE RESOURCES & ORAL CARE INFORMATION
Do your gums bleed when you floss or bite into crisp food like an apple? Are you worried about the health of your gums and about whether it’s a sign that you might eventually lose some teeth? Each time your gums bleed do you feel worried that something might be wrong and are unsure of what to do?

We’ve all been there! Bleeding gums are extremely common; our gums are sensitive little things so it doesn’t take much to aggravate them.

What does it mean to have bleeding gums?

If your gums bleed during normal activities, like flossing or eating crisp food, you’ve got a manifestation of gingivitis (literally an inflammation of the gums due to their being infected). If caught early enough before it progresses to tissue-destroying periodontal disease, it’s an early stage of gum disease and the infected tissue can be saved.

The infection of gum tissue almost always comes from extended exposure to plaque and tartar (dental calculus). Plaque is a soft and mostly transparent biofilm that’s formed by bacteria onto the teeth close to the gum margin, and it only takes hours to form. In its soft state it’s possible to mostly remove it with oral hygiene practices at home. If left undisturbed, plaque absorbs minerals in saliva, and in just a little more than a day, plaque starts to calcify into hard mineral deposits that are harder than bone and cemented so tightly to teeth that it takes metal implements to remove them. These calcifications are called tartar or dental calculus.

Tartar is acid-soaked from the by-products of the bacterial feeding process, and where the tartar touches the gums, tiny lesions form in the gums’ surface epithelial cells, through which bacteria can invade and infect the interior of the gums. A bacterial infection of your gums makes them sensitive, often swollen and subject to bleeding easily. Bleeding gums are a sign that bacteria has already infected your gums, that lesions have opened in your gum linings, that tartar has formed at the gum line, and that plaque has “set up shop” to start the whole process.

If you can really rectify the situation at this point (and not merely allow the flare-up to subside while the infection travels deeper into your oral tissues), you’re likely to avoid the complications that arise when tooth-supporting tissues get infected to the point of destruction.

At this stage, your priority is to remove the irritating tartar and plaque, to remove the infection, and to support the vulnerable tissue while it recovers from its infection.
The ingredients in Good-Gums are specifically designed to help your body heal itself naturally. Many users of Good-Gums have found that their gums became firm, pink and no longer bled; you can also expect to feel confident that your gums are healthy and even if, on occasion, you lapse and experience bleeding gums again, you’ll know what to do about it!

Whether you use when brushing, as an aid to flossing or as a mouthwash, Good-Gums is particularly formulated to help the gums. It works with your body’s natural processes, whose predisposition is to heal and nurture. Good-Gums takes advantage of two facts about your gums: their cells have some of the fastest replacement rates in your body, and they are comprised almost entirely of connective tissue. In most of the body a cell lives for weeks, months or even years before being replaced, while a new gum cell is replaced after only 5 to 7 days. Healthier gum cells can start taking the place of less-healthy cells quickly, if they are given what they need. Particularly for connective tissue cells, what they need during their formation is a large amount of vitamin C. Good-Gums provides a healthy amount of vitamin C, plus citrus bioflavonoids that help the body utilize the vitamin C.

The Good-Gums formula dissolves right in the mouth to be absorbed directly by the gums, where it’s needed the most. The Good-Gums formula contains a lot of alkaline baking soda to buffer the acidity of its vitamin C, thereby protecting your enamel from acid erosion. To keep the alkaline baking soda from reacting with the acidic vitamin C in the bottle, the entire formula is kept in a dry powder state. When the powder meets saliva in your mouth, it becomes a liquid solution that starts getting absorbed by the gums immediately before the two ingredients react to weaken the vitamin C.

Good-Gums encourages absorption by forestalling an ion imbalance that would otherwise stop absorption through cell membranes. Good-Gums contains French grey sea salt, with a mineral balance similar to human-produced fluids which means more of the Good-Gums solution can be absorbed, it can do its work quicker and better.

Besides supporting the growth of healthier gum cells, Good-Gums also has herbal ingredients that soothe sore gums; myrrh and peppermint are famous for their soothing properties.

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Your gums can improve by the combination of these three strategies: active nutritional help for the formation of healthier gum cells, soothing sore tissue, and reducing the numbers of and contact by infectious agents.
At first there’s no sign that the gums you see lying against the roots of your teeth have slowly become detached and are no longer so firmly attached to the teeth. Then you may notice bits of food, like little seeds, start getting stuck in the crevices between your teeth and gums. Eventually a dentist or dental hygienist may confirm that your gum tissue is progressively becoming detached from the roots and you start to feel worried you may lose teeth. Do you dread going to the dentist to find out your pockets are getting worse? Do you feel helpless, unsure of what to do?

You’re not alone, this condition affects millions people, even those most conscientious about their oral health.

What does it mean to have gum pockets?

Typically the first indication that you have gum pockets comes when a dentist or dental hygienist slides that little measurement-probe between your teeth and gums and reports how deep your gum pockets are. When gum cells start detaching from the tooth, the little collar at the gum line deepens enough to form a pocket and can proceed right down to the periodontal ligaments that hold the tooth in place. There’s usually no visual indication—the gums continue to lie against the tooth, even though they’re losing their attachment—and there’s usually no pain associated with the gradual deepening of a pocket. But it is a manifestation of periodontal disease (‘around the tooth’ disease) which started off as gingivitis (literally an inflammation of the gums from gum infection). Gum pockets should be taken seriously and addressed to prevent tooth loss.

All expressions of periodontal disease and gingivitis share the same underlying dynamic, even though the most effective way to address each particular manifestation can be a little different.

General dynamic of gingivitis: typically this means that a chain of events has led to your gums being infected. Plaque-forming bacteria have collected at the gum line (where the teeth and gums meet), gathered yeasts and other materials, and formed a soft mat of biofilm called plaque, to more effectively reproduce and absorb nutrients from the food in your mouth. The plaque gives off acidic wastes and calcifies into a hard mineral deposit called tartar (or calculus) that is “cemented” firmly onto the teeth. The acid-soaked calculus irritates the gums and forms lesions through which bacteria can enter and infect the interior of the gums. The body’s response to the infection is inflammation, an attempt to kill the invading bacteria, but infected gums cells also die in the process.
The ingredients in Good-Gums are specifically designed to help your body heal itself naturally. After using Good-Gums, many users begin to notice fewer and shallower gum pockets, and feel encouraged by the improving numbers when the dental hygienist measures their pocket depths. They finally feel in control of their oral health.

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Have you been told by your dentist that you need to see a periodontist due to cell destruction? Are you scared of learning how bad it is, what procedure you’ll have to go through, and how much it will cost? Are you feeling torn between wanting to get your problem fixed, and doubting that the pain, time-inconvenience and expense will really be a permanent solution to the problem?

You’re not alone, periodontitis affects millions people, even those most conscientious about their oral health.

**What does it mean to have periodontitis?**

If your dentist told you to make an appointment with a periodontist, then some of the tissue that supports at least some of your teeth have probably already been lost, and the current conditions of your mouth are conducive to further destruction of additional tissue unless something changes. The current conditions fall under the classification of periodontal disease, which means disease of the tissue around the tooth. If allowed to progress, it eventually leads to loss of teeth.

It helps to understand a little about how teeth are attached. A jawbone with tooth sockets (alveolar bone) is not connected directly to the roots of the teeth but instead via thousands of tiny fibers called periodontal ligaments between the bone and the cementum that covers a tooth's root. This arrangement allows for a way to sense the amount of biting pressure (when the ligaments are stretched) and allows for a tiny amount of “shock-absorber” effect. Some of the tooth root closer to the crown of a tooth and beyond the crest of the jawbone is attached to the gums via gingival fibers.

In periodontal disease, infection destroys some of the tissue that connects a tooth to the gums and a tooth to its jawbone (clinical attachment loss). That could include destruction of periodontal ligaments, progressive bone loss, exposed roots or looseness and movement of teeth. The infection can become too deep to be addressed by normal oral hygiene, such as tooth brushing, flossing or even normal cleaning by a dental hygienist (oral prophylaxis). That’s when a dentist recommends a periodontist.

What a periodontist typically does is remove the infecting bacteria as deep as it has penetrated. Deep scaling is a procedure to remove tartar (plaque that has absorbed saliva-minerals to form a calcification) from the tooth root below the gum line, and root planning is a procedure to smooth the surface of the root so that plaque and tartar can’t so easily adhere. A smooth surface also increases the chances of tissue re-growth to restore some of the tooth's attachment. Periodontal flap surgery is a procedure to temporarily cut and peel back gum tissue to give access to the infected area that’s too deep to reach from the surface. In extreme cases, where there has been too much bone loss, a periodontist may implant a piece of bone (typically sourced from a cadaver) into an area of the jawbone. When the loss of teeth is inevitable, a periodontist may implant metal posts into the jawbone on which artificial teeth are mounted (dental implants); careful oral hygiene is still required to prevent any future bone loss which would cause the implants' posts to come loose and the implanted teeth to be lost.
The ingredients in Good-Gums are specifically designed to help your body heal itself naturally. After using Good-Gums, your condition will improve and in some cases may even make your trip to the periodontist unnecessary. You’ll feel hope that there is a much cheaper, less painful option to try before resorting to expensive and intrusive procedures, and you’ll feel more knowledgeable and in control of your oral health.

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Do you feel a slimy, ‘fuzzy’ or rough sensation around the insides of your teeth and around the gum line? Do you feel uninspired by the idea of visiting your dental hygienist for a teeth cleaning? Do you feel annoyed by this rather irritating sensation in your mouth?

We all know that feeling! Most of us, at some point in our lives, have dealt with plaque or tartar, usually when we’ve been a little bit lazy with our oral health, which, let’s face it, it happens! It takes as little as 24 hours for plaque to form into hard calcified tartar, so those unpleasant sensations in the mouth are bound to sneak up on us sooner or later.

What does it mean to have plaque and tartar?

Dental plaque is central player in oral health problems that range from gingivitis to periodontal disease to dental caries (cavities). It’s a type of biofilm that’s formed by bacteria that are naturally-occurring in the mouth. As individual, free-floating (planktonic) bacteria, they are quite harmless, as are the other 200 or so strains of oral bacteria that live in the mouth, mostly to help digestion and to ward off outside pathogenic bacteria. But when the plaque-forming strains of bacteria get organized, they cause problems.

Here’s how they get going: Teeth naturally acquire a soft layer of saliva-protein (dental pellicle) within seconds after chewing or cleaning, which helps protect tooth enamel from acids in food. Over several hours, planktonic bacteria float against dental pellicle and loosely attach to it, and then multiply and form micro-colonies of bacteria. The micro-colonies secrete a slimy layer that protects the bacteria, and that also captures yeasts and other organic materials to form a soft transparent biofilm mat known as of plaque. As the plaque develops and expands, the biofilm prevents oxygen from penetrating, and then anaerobic bacteria (that can thrive only in the absence of oxygen) colonize and eventually dominate the plaque.

Within a day or so, the plaque starts absorbing minerals from saliva, and the plaque transforms from a soft biofilm into a calcified mineral deposit that’s harder than bone and that’s cemented tightly to teeth, usually at or just below the gum line. The calcified plaque is called tarter (or dental calculus). Tartar is acid-soaked from the ongoing fermentation process of bacterial feeding, and the acid can dissolve tooth enamel and cause lesions in gum tissue, allowing pathways for bacteria to enter and infect both.

For bacteria to thrive, they need to eat, and the bacteria closest to the tooth surface (especially the anaerobic kind) obtain their food by fermenting sucrose, which is found in the food we humans eat. It’s during fermentation that they produce acids. When humans eat a diet of food that rapidly converts to sucrose (such as refined grains or sugars that are in the vast majority of modern foods), the population of plaque-bacteria proliferates. That’s why primitive societies who didn’t eat grains or sugars had little tooth decay or tooth loss (as shown by isolated hunters and gatherers and by skulls dug up by archeologists), while advanced societies are plagued by gum and tooth problems.
The ingredients in Good-Gums are specifically designed to help your body heal itself naturally. After using Good-Gums, you’ll have greatly reduced plaque and tartar formation, your teeth will feel cleaner after each use with no scummy feeling, and your dental appointments will be quicker and easier. Hooray!

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Are more and more of your teeth beginning to show, as the gums recede? Are you feeling alarmed and unsure of what to do? Are you avoiding smiling and looking in the mirror, feeling that you look older than your time?

It’s a common condition affecting millions of people, even those conscientious about their health. It’s so common, in fact, that it’s in everyday language; did you know that the phrase ‘long in the tooth’ refers to receding gums?

What does it mean to have Receding gums?

If you see that your gum line (where the gums meet the exposed portion of the teeth) has moved away from the end of a tooth and toward its root, you have gum recession. If you see large gaps between the sides of adjacent teeth which once were filled in with gum tissue, that’s also gum recession. Gum recession is essentially the death of gum cells that previously covered up the tooth toward its root and covered the tooth-supporting structures (e.g., the periodontal ligaments that connect the tooth root to the jaw bone).

Most often gum recession is caused by chronic gum infection, but it could also be caused by irritation of the gums through irritation.

Gum infection starts off with bacteria invading gum cells. Plaque-forming bacteria organize into colonies, gathering yeasts and other available materials to form sticky mats of biofilm called plaque, which adhere to the teeth at the gum line. As plaque, the bacterial colonies can flourish, rapidly reproduce, and give off acidic wastes. In little more than a day, the soft plaque starts to crystallize into mineralized, acidic calcifications called tartar that are cemented onto the teeth at the gum line. The gum tissue that constantly touches the acidic tartar can form lesions, through which the bacteria can enter the interior of the gums and infect the gum tissue there. The gum tissue is still alive at this point, with only a few gum cells having fallen casualty, while the body’s immune system gears up to actively attack the invading bacteria. The battle between the immune cells and the invading bacteria is experienced as inflammation. This early stage of gum disease is known as gingivitis.

If the immune system is not successful in eliminating the invading bacteria, then over time the immune system changes tactics from trying to eliminate all the invading bacteria to trying to isolate the infected cells from the rest of the healthy still-healthy cells. This effectively means “amputating” infected cells whose remains are absorbed and then eliminated from the body.

READ MORE ON THE NEXT PAGE...
When gum cells around a tooth aren’t merely infected but are being killed off, the infection has progressed from gingivitis to periodontal disease. If the infection progresses further to deeper adjacent cells, it can reach the jawbone and periodontal ligaments that connect the tooth’s root to the jawbone. The death of these deeper structural cells can lead to recession of the gum tissue closer at the surface.

Recession could also be caused by irritation of the gums, sometimes in conjunction with gum infection, but occasionally on its own. Common causes of gum recession are grinding, clenching or even clacking your teeth (known as bruxism), which typically happens while you’re asleep or during the day as a nervous habit. Bruxism puts great stress on the periodontal ligaments and jawbone, and may cause cells there to tear away from the tooth, allowing a path for deeper infection. Bruxism can also cause minute cracks in a tooth, allowing bacteria to travel down and infect deeper tissue. Misaligned teeth can put undue force on tooth-supporting structures, leading to their failure and cell death there. While gum recession from mechanical irritation usually starts deep and then affects gums at the surface, recession can come from irritation at the surface, such as from body piercings on the lip or tongue. Brushing aggressively (especially with a toothbrush with hard or medium bristles) might also irritate the gums to the point of recession.

Chemical irritants include tobacco (either from smoking or chewing tobacco), carbonated soft drinks, alcohol, or drugs (both prescribed and recreational). These usually hasten the onset and exacerbation of gum infection, gingivitis and then periodontal disease and gum recession.
The ingredients in Good-Gums are specifically designed to help your body heal itself naturally. A number of users of Good-Gums have taken the trouble to report that large gaps between their teeth have become smaller over time. They can feel more confident, more relaxed and have a greater feeling of control over their oral health, not to mention a fresher, healthier and cleaner feeling mouth!

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Does your gum tissue feel sore, tender and sensitive? Does it feel like a nagging nuisance every time your gums flare up? Do you feel frustrated with each repeated recurrence?

Sore and swollen gums are a common occurrence. It’s your body’s first line of defense, bringing immune system cells to fight the invading bacteria in an attempt to stop the infection from spreading to the cells that support your teeth.

**What does it mean to have sore and swollen gums?**

Sore or swollen gums are an indication of a bacterial infection in the gums. When bacteria invade the cells of gum tissue, the immune system is able to recognize the pathogenic bacteria as being foreign (i.e., nonhuman), and triggers an immune response to eliminate the invaders. The swelling and soreness are symptoms of the immune response.

As soon as the first human cells are killed by the invading bacterial cells, the immune system is activated. Increased numbers of white blood cells of various kinds are produced in the bone marrow and deposited into the bloodstream for movement to where needed; blood vessels in the area of the infection dilate to bring more blood with their immune system cells to the site of the infection. Capillaries in the area become more permeable, so that immune cells can move from the blood vessels to the tissue under attack. Some immune cells (antibodies) mark the invaders, so that other immune cells (phagocytes) can find the invaders and eliminate them by eating them or encapsulating them. Immune cells with their load of detritus then move to one of the lymph nodes for cleaning. This immune response of a localized infection is known as acute inflammation. Swollen, sore and sensitive gums are symptoms of acute inflammation at work at the infection site.

When the immune system successfully destroys the invading bacteria in the gums, the debris from dead bacteria and dead human cells are removed from the area and new healthy human gum cells take their place, restoring health to the gums. This attack on invading pathogens and the subsequent restoration of healthy tissue is referred to as immune homeostasis, the body’s system of maintaining a balance of health. That’s the goal you want when you have sore and swollen gums.

The alternative to immune homeostasis is a continuing infection that leads to the tissue-destroying condition of periodontal disease. When the invading pathogens are not eliminated, but instead gain a foothold despite the inflammatory response, the immune system adopts an additional tactic of isolating the damage being caused by the invading pathogenic bacteria. Immune cells “amputate” infected cells in an effort to slow the infection’s progress. This can go on for months or even years, and is known as chronic inflammation. In the gums, that leads to the destruction of tooth-supporting tissues, such as periodontal ligaments, jawbone cells, cementum (on the tooth’s root) and gum tissue cells. Unless stopped, this progression will lead to loss of teeth. Besides the repercussions on oral health, chronic infection of the gums also compromises the ability of the immune system to fight diseases throughout the body. You want to avoid even starting down that road.
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What does it mean to have sore and swollen gums?

Sore or swollen gums are an indication of a bacterial infection in the gums. When bacteria invade the cells of gum tissue, the immune system is able to recognize the pathogenic bacteria as being foreign (i.e., nonhuman), and triggers an immune response to eliminate the invaders. The swelling and soreness are symptoms of the immune response.

As soon as the first human cells are killed by the invading bacterial cells, the immune system is activated. Increased numbers of white blood cells of various kinds are produced in the bone marrow and deposited into the bloodstream for movement to where needed; blood vessels in the area of the infection dilate to bring more blood with their immune system cells to the site of the infection. Capillaries in the area become more permeable, so that immune cells can move from the blood vessels to the tissue under attack. Some immune cells (antibodies) mark the invaders, so that other immune cells (phagocytes) can find the invaders and eliminate them by eating them or encapsulating them. Immune cells with their load of detritus then move to one of the lymph nodes for cleaning. This immune response of a localized infection is known as acute inflammation. Swollen, sore and sensitive gums are symptoms of acute inflammation at work at the infection site.

When the immune system successfully destroys the invading bacteria in the gums, the debris from dead bacteria and dead human cells are removed from the area and new healthy human gum cells take their place, restoring health to the gums. This attack on invading pathogens and the subsequent restoration of healthy tissue is referred to as immune homeostasis, the body's system of maintaining a balance of health. That's the goal you want when you have sore and swollen gums.

The alternative to immune homeostasis is a continuing infection that leads to the tissue-destroying condition of periodontal disease. When the invading pathogens are not eliminated, but instead gain a foothold despite the inflammatory response, the immune system adopts an additional tactic of isolating the damage being caused by the invading pathogenic bacteria. Immune cells “amputate” infected cells in an effort to slow the infection's progress. This can go on for months or even years, and is known as chronic inflammation. In the gums, that leads to the destruction of tooth-supporting tissues, such as periodontal ligaments, jawbone cells, cementum (on the tooth's root) and gum tissue cells. Unless stopped, this progression will lead to loss of teeth. Besides the repercussions on oral health, chronic infection of the gums also compromises the ability of the immune system to fight diseases throughout the body. You want to avoid even starting down that road.
Have you been using a toothpaste which has a warning on the back of the package to call poison control if swallowed? Are you worried about what these chemicals are doing to your body? Do you even wonder what chemicals you may be absorbing each time you bush your teeth and feel misled by conventional toothpaste manufacturers?

It’s something we all wonder about when using mainstream products. We get it. Sometimes it’s just easier (and cheaper) to buy conventional products from the grocery store, but we have to ask ourselves, “Is it really worth it?” when what we are putting into our bodies is potentially causing us harm.

**What does it mean to use a product with toxins and chemicals?**

The gums are some of the most absorptive tissues in the body, and readily absorb almost any toxin or chemical irritant with which they come into contact. Toothpaste routinely contains a sizeable list of artificial chemicals: surfactants, preservatives, endocrine disrupters, and artificial colors and flavorings. For many people, it’s merely an additional chemical burden that the body must filter out and dispose of, but for some people who are dealing with chronic illness, that additional chemical burden can have more serious effects.

In Europe, over 1,500 ingredients are identified and prohibited from inclusion in personal care products; in the USA, only 11 synthetic chemical ingredients have been prohibited. Many toothpaste manufacturers who sell internationally sell (at a profit) a different formula overseas in order to comply with the restrictions of their laws, but in the US they sell a formula that’s slightly cheaper to produce with ingredients that aren’t prohibited in the US. So it’s up to buyers in the US to be aware of what’s in toothpaste and to decide what to avoid.

Sodium fluoride or stannous fluoride or sodium monofluorophosphate are forms of fluoride found in toothpaste. Fluoride is so toxic that any toothpaste containing it is required to post a warning “to get medical help or contact a Poison Control Center right away” if a person swallows more than is used for brushing. A lethal dose is 5 to 10 grams for an adult and half of a gram for a child. A less than lethal dose can still cause severe health problems. One dose of a full stripe of toothpaste across the length of toothbrush bristles contains approximately 2 mg of fluoride. So a child that swallows a full, large tube of toothpaste could be ingesting a lethal dose.

Toothpaste often contains surfactants, such as sodium lauryl sulfate, which is a chemical compound strong enough to be used as an engine degreaser. Triclosan is an artificial chemical developed in the 1960’s that is being investigated for its role in disrupting hormonal development and for its role in the emergence of antimicrobial resistance (“superbugs” that are resistant to antibiotics).

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Diethanolamine (DEA) is harmful if swallowed, inhaled or absorbed through the skin and is classified as “possibly carcinogenic to humans.” It helps to enhance the creamy texture of toothpaste.

Various types of abrasives are added to toothpaste, often comprising 50% or more of the paste. The abrasives are intended to grind away sticky plaque that adheres tightly to the teeth at the gum line, but the abrasives also cause enamel erosion. Abrasives are used in virtually all toothpastes, and in virtually all of them the abrasiveness is more than enough to damage teeth. The structure of a tooth is mostly dentin with harder enamel covering the exposed upper part. Sometimes dentin is exposed when gums recede, and the abrasiveness of toothpastes is enough to damage dentin; virtually all toothpastes still have enough abrasiveness to erode enamel. Only brushing with water, with baking soda or with some tooth powders that don’t have abrasives are reliably soft enough.

Colorants and flavorings also introduce artificial chemicals into toothpaste, and there are few if any restrictions on what can be used. Glycerin is a cheap hygroscopic substance that’s derived from fats or oils, and into which many things can easily dissolve (even more easily than in water). It gives toothpaste its creamy paste consistency, but it also coats the teeth and gums with a film that’s suspected of preventing the natural process of saliva-remineralization by which enamel is restored.

If you read the list of ingredients of your toothpaste, you’re likely to find it is a chemical soup of artificial and exotic chemicals that shouldn’t come into contact with sensitive and absorptive oral tissues. Even “natural” toothpastes have some of the questionable or harmful ingredients. But that’s not necessary when natural ingredients can provide all the plaque-cleaning and gum-supporting capability you need.
The ingredients in Good-Gums are specifically designed to help your body heal itself naturally. When using Good-Gums, you can rest assured that what you’re putting into your body is completely natural, with no artificial chemicals, colorants or flavorings and that it is safe to ingest. You can feel good about eliminating at least one source of unnecessary toxins and that what you’re putting into your mouth is helpful to your living tissue.

Whether you use it when brushing, as an aid to flossing or as a mouthwash, Good-Gums is particularly formulated to help the gums. It works with your body’s natural processes, whose predisposition is to heal and nurture. Good-Gums takes advantage of two facts about your gums: their cells have some of the fastest replacement rates in your body, and they are comprised almost entirely of connective tissue. In most of the body a cell lives for weeks, months or even years before being replaced, while a new gum cell is replaced after only 5 to 7 days. Healthier gum cells can start taking the place of less-healthy cells quickly, if they are given what they need. Particularly for connective tissue cells, what they need during their formation is a large amount of vitamin C. Good-Gums provides a healthy amount of vitamin C, plus citrus bioflavonoids that help the body utilize the vitamin C. The Good-Gums formula dissolves right in the mouth to be absorbed directly by the gums, where it’s needed the most.

The Good-Gums formula contains a lot of alkaline baking soda to buffer the acidity of its vitamin C, thereby protecting your enamel from acid erosion. To keep the alkaline baking soda from reacting with the acidic vitamin C in the bottle, the entire formula is kept in a dry powder state. When the powder meets saliva in your mouth, it becomes a liquid solution that starts getting absorbed by the gums immediately before the two ingredients react to weaken the vitamin C.

Good-Gums encourages absorption by forestalling an ion imbalance that would otherwise stop absorption through cell membranes. Good-Gums contains French grey sea salt, with a mineral balance similar to human-produced fluids (so much so that it was successfully used in place of blood for transfusions to some wounded sailors in WW-II, when blood wasn’t available). Since more of the Good-Gums solution can be absorbed, it can do its work quicker and better.

Besides supporting the growth of healthier gum cells, Good-Gums also has herbal ingredients that soothe sore gums; myrrh and peppermint are famous for their soothing properties. To help control the population of the plaque-producing bacteria, peppermint and cinnamon act as mild antimicrobials. Baking soda buffers the acidity, making the oral environment less favorable for plaque-producing bacteria to multiply.

To help remove plaque from constant contact with the gum margins (where they can re-infect the gums), Good-Gums helps remove plaque, using cranberry, which has the unusual property of loosening the grip of plaque, so that it can more easily be removed during brushing and flossing.

Your gums can improve by the combination of these three strategies: active nutritional help for the formation of healthier gum cells, soothing sore tissue, and reducing the numbers of and contact by infectious agents.
How does Good-Gums work?

Whether you’re using it to brush your teeth, as a mouthwash or aid to flossing, no other oral care product soothes and nutrifies your gums, supports healing - and cleanses your mouth like Good-Gums.

The active, natural ingredients work together to:

- clean your teeth thoroughly without abrasives
- fight the bugs that can cause bad breath, tooth decay and gum infections
- promotes good bacteria that help protect your mouth
- deliver vitamin C straight to your gums
- support natural healing

What makes it different from toothpaste?

Good-Gums works in a completely different way than toothpaste, cleaning your teeth with 100% natural active ingredients which soften the grip of plaque without the enamel-eroding abrasives toothpastes rely on.

And unlike toothpaste, Good-Gums doesn’t inhibit the natural remineralization process - so important for healthy enamel.

And of course, as you would expect from Good-Gums, there’s nothing artificial in it - nada, zip, zilch, zero!
At Good-Gums, we want everyone to enjoy great oral health - as nature intended!

So our website is packed with helpful information, inspiration, tips and knowhow to enable you to benefit from the best possible daily oral care routine at home.

Link to helpful content on our website or social media...

**ORAL HEALTH CONDITIONS**

**KNOWLEDGE BASE**

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