



Stopbleedinggums.ca  
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**For Immediate Release:**

**(Madison, NJ --April 23, 2012) Consumer Demand Doesn't Stop at Border Lines:** In another triumph for internet-based social marketing, The Natural Dentist® therapeutic mouth rinses are now coming to Canada.

After 17 years in the U.S. during which this unique mouth rinse line has been passed from one “fan” to another on social media sites and from one dentist to another at dental meetings and shows, the brand is now available at London Drug, Lawton’s and WalMart Canada.

“We weren’t planning on introducing our products to Canada at this time, we’re still a small company and we have our hands full keeping up with U.S. demand,” said Kelly Kaplan, President of Revive Personal Products Company, owner of The Natural Dentist line. “But Canada came calling,” she continued.

With the help of influential bloggers and a facebook campaign, The Natural Dentist engaged with over six million fans which generated Canadian attention.

“Our social media campaign didn’t stop at the border and neither did product demand,” said Kaplan.

The Natural Dentist Healthy Gums Rinse social media campaign was focused on the brand’s Facebook page. A therapeutic mouth rinse, clinically tested to reduce and prevent bleeding gums, the campaign concentrated on educating fans about the dangers of bleeding gums. With years of being recommended by dental professionals, the stir included the attention of Canadian dentists.

“I have been using The Natural Dentist Mouth Rinse for years,” said Dr. Ira Schechter from Dufferin Steeles Dental Offices in Toronto. “It kills germs and treats gums as well as the leading prescription mouth rinse but it doesn’t stain or irritate. My patients love using it, but have found it hard to get here in Canada. I am one of the fans who have been asking Kelly (Kaplan) to bring it to Canada”.

### **About Revive Personal Products Company (Revive PPC)**

Revive Personal Products Company was founded in 2008 by industry veterans, Mike Lesser and Kelly Kaplan. With a strong background in the oral care industry, Revive PPC acquired The Natural Dentist® line and welcomed the brand's original founder, Bill Stern in 2010. Brands include Stim-U-Dent® Plaque Removers, Fresh 'n Brite® Denture Cleaning Paste, Options™ Conceptrol®, Gynol™ and Gynol II® Vaginal Contraceptive Gels, and Healthy Woman® Soy Supplement. Revive PPC is headquartered in Madison, NJ. For more information, visit [reviveppc.com](http://reviveppc.com)

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