



**Contact:**  
Lacey Berdela  
Revive Personal Products Company  
[lberdela@reviveppc.com](mailto:lberdela@reviveppc.com)  
973-360-1090

**For Immediate Release:**

### **The Natural Dentist® Introduces Healthy Moisture™ Dry Mouth Rinse**

**Madison, N.J. (January 2012)** - The Natural Dentist has created an herbal formula for the relief of dry mouth and its associated symptoms. Healthy Moisture is an alcohol-free mouth rinse that hydrates dry tissue and maintains moisture balance without the use of harsh chemicals.

One of the most common side effects of dry mouth is bad breath. Many mouth rinses made to treat bad breath contain alcohol, a drying agent that reduces saliva production. While products containing alcohol, artificial flavors and colors may cover up bad breath temporarily, they only worsen the problem. Other symptoms of dry mouth include difficulty speaking, tasting and swallowing. Saliva plays a crucial role in oral hygiene because it controls bacteria and fights diseases throughout the mouth. Not only is dry mouth uncomfortable, but lack of saliva can lead to tooth decay and oral diseases.

Healthy Moisture Dry Mouth Rinse is made from an herbal blend of natural ingredients including Slippery Elm and Aloe vera. Slippery Elm is used as a humectant to coat and soothe the tongue and mouth. An herb known for its hydration benefits, Slippery Elm helps to restore moisture balance. Aloe vera is used for its therapeutic benefits to protect dry and sensitive tissue in the mouth. Additionally, Aloe vera controls inflammation of mouth sores and ulcerations, a painful side effect often associated with dry mouth.

#### **About The Natural Dentist®**

The Natural Dentist line was launched in 1995 by Bill Stern. Stern led the launch with a mouth rinse developed by a dentist seeking to offer his patients effective and natural protection against gingivitis, an early indicator of gum disease. Originally owned by Woodstock Natural Products, The Natural Dentist line was sold to Revive Personal Products Company, based in Madison NJ, in 2010. The Natural Dentist expanded its oral care line to provide a variety of natural mouth rinses, plaque removers and toothpastes.

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