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**For Immediate Release:**

### **The Natural Dentist® Uses Facebook ‘Likes’ to Educate Fans about the Dangers of Bleeding Gums**

**Madison, N.J. (January 2012)** – The Natural Dentist, a natural oral-care line, recently launched a social media campaign reaching more than 400,000 people. Through Facebook and influential bloggers, the company is educating fans about the importance of taking bleeding gums seriously.

“Eighty percent of Americans will have bleeding gums at some point in their lives,” said Bill Stern, Founder of The Natural Dentist and Vice President of Revive Personal Products Company. “It is the first sign of a serious problem.”

Bleeding gums are often a symptom of gingivitis, which can lead to tooth loss and surgery. Left untreated, gingivitis has been linked to more severe conditions including heart disease, diabetes and cancer. While poor dental hygiene can cause gingivitis, risk factors include: genetics, age, medications, and nutrition. Pregnancy, diabetes, and smoking are common factors that also increase the likelihood of developing gum disease.

Giveaways hosted through facebook and blog outreach will provide full size samples of The Natural Dentist Healthy Gums™ Antigingivitis Rinse. Healthy Gums is an herbal formula with Aloe vera that has been clinically proven to reduce and prevent bleeding gums. Healthy Gums Rinse, like all of The Natural Dentist products, is made without the use of alcohol, artificial flavors or colors.

For more information on The Natural Dentist® please visit: [www.endbleedinggums.com](http://www.endbleedinggums.com).

#### **About The Natural Dentist**

The Natural Dentist line was launched in 1995 by Bill Stern. Stern led the launch with Healthy Gums Antigingivitis 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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