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The Natural Dentist® Launches Campaign to Raise Awareness About Importance of Proper Oral Care During Cancer Treatment

Therapeutic oral care brand teams up with leading dentist in oncology oral health to bring attention to the fourth most common side effect of chemotherapy treatment - mouth irritations

Madison, N.J. - The Natural Dentist®, makers of a line of mouth rinses and toothpastes, has announced the launch of a new campaign to raise awareness about the importance of proper oral care during cancer treatment. Oral complications such as xerostomia (dry mouth) and mouth irritations are the fourth leading side effect of chemotherapy and one of the principal reasons that chemotherapy treatments are suspended before completion.

"The importance of this campaign," says Kelly Kaplan, President of Revive Personal Products Company, LLC and distributor of The Natural Dentist, "is that these debilitating side effects can be prevented and treated successfully if cancer patients have access to the right information regarding the proper therapies."

The Natural Dentist has teamed up with Dr. Susan Calderbank—the preeminent dentist in oral health for patients undergoing chemotherapy and head and neck radiation—in a joint effort to help patients prevent and manage these debilitating side effects before, during, and after cancer treatment. Dr. Calderbank began her studies in this field for personal reasons and has since become the "go-to" lecturer on the subject at dental schools worldwide.

"During cancer treatment, cells lining the mucus membrane are not replaced as quickly as needed, leaving the mouth especially susceptible to mouth sores, infections, dry mouth, and bleeding gums," says Dr. Calderbank. "In some patients, these effects are so severe that they have difficulty eating, breathing, and swallowing, and their treatment may even have to be suspended due to dehydration and malnutrition."

The Natural Dentist Healthy Gums® Mouth Rinse is recommended by medical experts like Dr. Calderbank because of its unique combination of medicinal herbs and aloe which both soothe and relieve mouth irritations without artificial colors or flavors, and without alcohol. Patients who use The Natural Dentist Healthy Gums Mouth Rinse as a daily cleanser have reported fewer oral complications.

"I've seen personally how The Natural Dentist Healthy Gums Mouth Rinse has proven effective to alleviate these often debilitating side effects of cancer treatment," says Dr. Calderbank. "And I've been recommending The Natural Dentist to my patients and colleagues even long before my affiliation with this effort."

To learn more about how good dental hygiene may help prevent or reduce complications before, during, and after cancer treatment, or to request a free sample of The Natural Dentist Healthy Gums Mouth Rinse, please visit: <http://rinseforrelief.com/>.

About The Natural Dentist

The Natural Dentist® was launched in 1995. The launch was led with [The Natural Dentist 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, Revive Personal Products Company, LLC acquired the company in 2010. The Natural Dentist® expanded its oral care line to provide a variety of natural mouth rinses, plaque removers, and toothpastes. Learn more by visiting <http://www.bleedinggums.com>.

About Dr. Susan Calderbank

Dr. Susan Calderbank, DMD is an associate professor of oral medicine at the University of Pittsburgh School of Dental Medicine who operates her private practice in Greenville, Pa. She served on the Pennsylvania State Dental Board for 13 years and was the first female chairman in its history, and she holds fellowships in the Pierre Fauchard Society, the International College of Dentists, and the American College of Dentists. In April of 2003, Dr. Calderbank received a Special Public Service Award from the Pennsylvania Dental Association in recognition of her commitment to raising awareness of the oral complication of cancer therapies. She is also on the Professional Advisory Board of Breastcancer.org and is an active lecturer in the area of oral health as it relates to cancer therapies.

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