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For Immediate Release:

The Natural Dentist and WebMD Announces Partnership to Educate Americans on the Dangers of Bleeding Gums

Madison, N.J. and New York (June 2011) – The Natural Dentist, a line of therapeutic oral care products, and WebMD Health Corp. (Nasdaq: WBMD), the leading source of health information, today announced an educational collaboration on the significance of oral health. The partnership's online destinations will provide consumers and healthcare professionals with personalized resources and support to help promote a healthy oral healthcare routine that can treat as well as prevent bleeding gums. Bleeding gums are an early sign of gum disease which has been linked to a number of serious health conditions, ranging from periodontitis to heart disease and cancer.

“Eighty percent of Americans have bleeding gums at some point in their lives! That’s a terrible and frightening statistic and our newly established relationship with WebMD is indicative of our commitment to doing everything we can to change it,” said Bill Stern Vice President of Revive Personal Products Company and distributor of The Natural Dentist. “The WebMD brand brings with it tremendous trust and credibility and we hope this partnership extends the reach of our message that bleeding gums should not be ignored.”

The Natural Dentist’s newly launched web-based marketing campaign titled, “You Wouldn’t Ignore This” centers on the fact that most people who have bleeding gums fail to understand the severity of the problem. The Natural Dentist aims to teach consumers that bleeding gums should be taken seriously and, more importantly, this dangerous condition can be treated with a simple oral care regimen. The educational launch will begin next week.

For more information on The Natural Dentist and the “You Wouldn’t Ignore This” campaign please visit: www.stopbleedingnaturally.com or www.facebook.com/thenaturaldentist.

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.

About WebMD

WebMD Health Corp. (Nasdaq: WBMD) is the leading provider of health information services, serving consumers, physicians, healthcare professionals, employers, and health plans through our public and private online portals and health-focused publications. More than 80 million unique visitors access the WebMD Health Network each month.

The WebMD Health Network includes WebMD Health, Medscape, MedicineNet, emedicine, emedicineHealth, RxList, theheart.org and drugs.com.

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