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The Natural Dentist® Wants Latinos to Know This Isn't Your Grandma's Mouth Rinse ... Or Is It?

Leading line of aloe-based, therapeutic oral care products launches Spanish language website

Madison, N.J. - The Natural Dentist®, the only line of natural oral care products on the market containing a therapeutic amount of purified aloe vera, today announced the launch of their Spanish language website, <http://www.bleedinggums.com/esp/>, with the goal of introducing a plant well-known for centuries to the Latino culture for treating skin complications - aloe vera - as a powerful agent for treating oral care issues.

"We've noticed a growing demand for our products, as well as information regarding bleeding gums, from the Spanish-speaking market," says Kelly Kaplan, president of Revive Personal Products Company, LLC, and distributor of The Natural Dentist®. "The aloe vera plant has long been used as an herbal remedy in Latino households and medicine, and it's healing benefits are only recently becoming widespread and publicized. As the leading ingredient in our mouth rinse, we feel like our products are a natural fit for this growing demographic that is disproportionately affected by oral care issues."

According to the Hispanic Dental Association, Latinos are the fastest growing minority group and also the largest in the country, yet are more likely to lack access to dental care. A report in the *Journal of the American Dental Association* in September 2005 stated that the percentage of untreated oral disease for Hispanics (40 percent) and non-Hispanic blacks (48 percent) was nearly double that for non-Hispanic whites (24 percent).

The Natural Dentist Healthy Gums™ Mouth Rinse is available at retailers including Wal-Mart, Walgreens, Rite Aid, and Whole Foods. To view the Spanish website, please visit <http://www.bleedinggums.com/esp/>.

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>.

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