



Neutripure Activated Charcoal Toothpaste for Whitening is a 100% natural oral care remedy whitens and detoxes your teeth. It features food-grade activated charcoal and calcium bentonite clay. It's flavorless, a little messy, and at first may seem a little strange! But after you see the results, you'll love it as much as I do!

- AMAZING RESULTS IN 2 WEEKS
- ULTRA CONCENTRATED FORMULA
- PENETRATES SURFACE DEEPER
- 100% NATURAL
- EDIBLE INGREDIENTS
- HEALTHY ALKALINE BALANCE
- SAFE AND EFFECTIVE

# STEPS

**123** **Recommended usage** is to initially brush with it daily for 3 weeks then sustain a 3 day per week routine. Brush lightly with it and allow it to adhere to your teeth for two to four minutes. Use a soft bristle toothbrush because the paste is already naturally abrasive. If you experience gum irritation during your initial daily 3 weeks then reduce your use to a sustain able 3 day per week schedule. Try to leave your mouth dry enough so the charcoal sticks to your teeth better. Avoid diluting the paste with additional water or saliva. It seems very strange it first but if you keep it up for the first 2-3 weeks i promise you'll love it.



## Smile!!

Take before and after pictures (no matter how awkward or embarrassed you feel doing it). This is the best way to record your whitening progress. And, let me know your results by posting a review at [amazon.com/ryp](https://amazon.com/ryp) 😊.

Reviews motivate me and can be very helpful to others especially if you share a tip you learned. Be sure to take the photos in the same location at the same time of day, for lighting purposes. This will give you a true results. When you take your after picture, you will be amazed at the difference! You see yourself every day and won't realize how much you've

really changed until you look at the two pictures together. Trust me on this! Take your pictures!! I use the picture app Pic Stitch to put the pictures side by side.



## How does it work?

Activated charcoal removes plaque, toxins that cause bad breath, and teeth stains through a process called adsorption where these unwanted elements adhere to the porous surface of the charcoal. Unlike the bricks you use for your backyard barbecue, activated charcoal's enormous surface area is dotted with the numerous nooks and crannies that draw in and trap toxic substances in your gut like a sponge, preventing them from being absorbed by the body.

## Does it work for everyone?

Your teeth may become discolored due to a variety of factors from poor dental hygiene to the food you eat to just getting older. Activated charcoal is shown to be attracted to a group of compounds known as tannins. Tannins can be found in common stain inducing items like wine, blueberries, cigarette smoke or coffee, for instance. Those are the types of stains if you brush with charcoal, you can clean off.

# The Formula

Our list of ingredients is unique but the things we left out are just as important. Most brands of toothpaste contain GMO, SLS (sodium lauryl sulfate) and Glycerin and effectively bleach your teeth with chemicals. Not Neutripure. Trust you'll have only natural ingredients in your mouth with names you have actually heard of before:

- ❖ activated bamboo charcoal
- ❖ calcium bentonite clay
- ❖ purified water
- ❖ coconut oil
- ❖ sea salt
- ❖ mint essential oil



Sourcing our bamboo supply in Cebu, Philippines

## ***Why Charcoal?***

Did you know you'll find activated charcoal in water filters and traditionally hospitals and poison control centers use it to treat accidental poisoning or a drug overdose. Using activated charcoal as a medicinal agent dates back to 1550 BC to treat for poisoning. We use charcoal as our main whitening ingredient because it's a highly absorbent porous substance that binds to things like tannins left from coffee, wine, etc that

stain teeth and leave them yellow or brown.



My husband Chris with charred charcoal. (This still needs to be refined. Not Chris, but the charcoal.)

**What is “activated” charcoal mean?** Activated means it is purified or refined. Bamboo or coconut shells are heated to create a char. This char is then "activated" in a furnace at high temperatures of 1,700° to 1,800°F with steam.

## Why Clay?

Because it's full of minerals like calcium, magnesium and silica which are nourishing for the teeth. Like activated charcoal, bentonite clay can be taken internally to help with toxin removal so it's safe for use in the mouth.

Clay is alkaline. My charcoal and clay blend can actually be helpful in changing the pH and health of the mouth, and as such is effective in avoiding cavities and killing the bad bacteria present in tooth decay and gingivitis.



Here's Chris exploring a bentonite mine.

According to Jason R. Eaton author of "Upon a Clay Tablet" here's the science behind clay's effectiveness:

Bentonite is very unusual in the fact that once it becomes hydrated, the electrical and molecular components of the clay rapidly change and produce an "electrical charge". Its highest power lies in the ability to absorb toxins, impurities, heavy metals and other internal contaminants. Bentonite clay's structure assists it in attracting and soaking up poisons on its exterior wall and then slowly drawing them into the interior center of the clay where it is held in a sort of repository.

To state it simply:

Bentonite is a swelling clay. When it mixes with water it rapidly swells open like a highly porous sponge. From here the toxins are drawn into the sponge through electrical attraction and once there, they are bound.

## Why Coconut oil?



Yours truly. Your coconut queen.

The real magic of my recipe is the synergy of the ingredients. The charcoal is the most powerful ingredient but the synergistic effect of our blend increases charcoal's effectiveness for this very important reason. *Coconut oil is very penetrating.* Coconut oil functions as a carrier oil and will allow the charcoal to seep

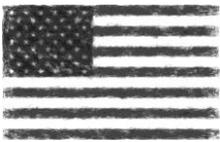
through the enamel and into the inner layer of the tooth called the dentin, which influences tooth color. It's the viscosity of the oil allows it to penetrate deeply into tiny crevices and pores.

Rinsing your mouth with coconut oil by itself actually helps reduce tooth decay and gingivitis and is an effective for whitening teeth. Rinsing your mouth with coconut oil is an effective home remedy known as oil pulling, and is an 'old school' detox protocol for oral care.

**Time on teeth factor.** One more note about the synergy of the ingredients. When just brushing with charcoal powder alone the time the charcoal is actually in contact with your teeth is very short. But the coconut oil and clay and charcoal blend enhance the adhesion of the paste to your teeth.

Brushing with activated charcoal *powder* alone mostly helps to scrub stains off teeth and the adsorption process is minimal. All whitening techniques, whether we are talking about conventional bleaching techniques or natural charcoal whitening, rely on *time on teeth* to help remove stains. My formula helps the paste stick longer.

## Made in the USA . . . mostly



Everything but the coconuts and bamboo ingredients are from the US. Processes including formulating, filling and idea hatching are done by my husband and I in Saint Paul, Minnesota. The bentonite clay and essential oils are sourced from the US. The coconut oil and bamboo charcoal are sourced from the Philippines. The final charcoal steam activation process is done in Crawford, Nebraska.



Here I am looking over the initial charring operation in the Philippines.

# Safety

Conventional teeth whiteners are risky! Procedures to lighten teeth performed in dental offices or at home with over-the-counter preparations use chemical bleaching agents to remove stains. They can damage your teeth and gums, sometimes severely.

Commercial teeth whiteners are not regulated by the FDA. That means manufacturers can put just about anything in them, even ingredients that are harmful. Gum irritation, tooth sensitivity, bluish coloring, and uneven whiteness are common side effects.



Kid safe... & you're bound to have some fun!

**Our ingredients are edible.** Since chemicals can easily absorb through the sensitive skin in the mouth, we use ingredients that are safe enough to eat. But don't. It's best to spit out the bacteria and plaque you brushed away.

**Tooth Paste Replacement?** We market this product as teeth whitener, not as much toothpaste because of the tremendous whitening effect of charcoal. However it is extremely effective in removing plaque, bacteria and fighting bad breath. Many health experts agree that sodium fluoride added to other toothpastes is toxic and

should be avoided. *Fluoride* is a controversial ingredient but we do not include it in our recipe but you may choose to continue daily brushing with another toothpaste to get your fluoride.

**Safer than Charcoal Powders.** Unlike abrasive charcoal teeth powders that could possibly remove enamel from teeth, the Neutripure blend makes application safer by reducing the abrasiveness:

- We use a grit-free, ultra fine granular charcoal in our formula that is food grade and gentle on the enamel.
- Most importantly we add coconut oil. The reason coconut oil helps whiten teeth is similar to what oil is doing in your car's engine. In addition to acting as a carrier oil, it's a natural lubricant that will ease the abrasiveness of charcoal.

# Clean Up

Yes this process can be a little messy, and at first may seem a little strange! It's counter-intuitive to think a pitch black paste can lead to whiter and healthier teeth. It looks terrifying while you are doing it and you will absolutely think for a minute that you were duped into permanently staining your teeth. But then, you'll rinse your mouth and brush as usual and notice that your teeth are not only white again, but possibly whiter! Your going to agree a little mess is definitely worth whiter pearls!

Here are some tips to make clean up easier:

**SINK CLEAN UP:** I suggest rinsing your sink and brush immediately after you spit as it can make a mess on counters and sinks. If you leave the charcoal to settle in your sink it will be harder to clean away later. You may also want to keep a microfiber cloth on hand to make cleanup easy (though it will come out of it as well).

**REMOVING CHARCOAL FROM TEETH:** After you rinse out the charcoal, some may linger between your teeth. Don't worry! It will dissolve on its own quickly without any additional brushing or rinsing. In 5 minutes it will be gone on its own.

Here are a few other tips offered by customers:



- Use a dark towel to clean up.
- Try brushing in the shower for less mess.
- Dedicate a special toothbrush just for charcoal brushing.

I hope you find this helpful and enjoy your purchase. I want to personally Thank You for being one of our customers. I LOVE our customers and will always be here if you need me.

Lydia Janota

Founder, Neutripure