

My story...

I created this product after a friend of mine, a Native American woman, told me one day how her teeth became and stayed so white. She told me accounts of when she was a little girl growing up, her father used to burn plant matter and after the plant burned to black ashes or became charred, the father would take the ash residue and give it to his family. They would take a little on their finger and brush it against their teeth. This intrigued me because many years ago in my native Philippines I was also raised with charcoal for my everyday brushing! Our cultures were a world apart and we were both raised without fluoride or any dental care but we were still able to keep our teeth clean, healthy and shining white using the same natural ingredients.

I grew up poor and didn't have access to modern dental care or chemicals for cleaning and whitening. My family simply turned to natural ingredients we had around us like charcoal, bentonite clay (volcanic ash) and coconut oil to keep our smiles pearly white. In fact before the invention of modern toothpaste in 1890 most all of our ancestors used a similar recipe. Ancient Egyptians, Greeks, Romans and Native Americans depended on charcoal, clay and sometimes coconut oil. The exact recipe would have depended on what was available in their environment. And even today no chemical teeth whitening solution or product on the market comes close to the whitening and brightening action of charcoal, clay and coconut oil. It might make you wonder why we ever diverted from ancient ways.

You would be wise to avoid using any and all modern commercial brands of toothpaste as they are all poisonous and toxic and contain harmful ingredients such as sodium fluoride (a major ingredient in rat poison), propylene glycol (used in engine degreaser), sodium laurel sulfate, saccharin (a known carcinogen), and harmful petroleum-based dyes (red lake & blue lake), also reported to be carcinogenic."



We have not all forgotten the ancient tradition.

Peasant Toothpaste Company makes a 100% natural oral care remedy that whitens and detoxes your teeth. It features food-grade activated coconut charcoal and volcanic ash (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!

- ANCIENT FORMULA
- GREAT FOR SENSITIVE TEETH AND GUMS
- PENETRATES SURFACE DEEPER
- 100% NATURAL EDIBLE INGREDIENTS
- HEALTHY ALKALINE BALANCE
- SAFE AND EFFECTIVE

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.



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://www.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.



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 Peasant Toothpaste Company. Trust you'll have only natural ingredients in your mouth with names you have actually heard of before:

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

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. 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.

What is “activated” charcoal mean? Activated means it is purified or refined. 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.



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

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.



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?

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*

Yours truly. Your coconut queen.

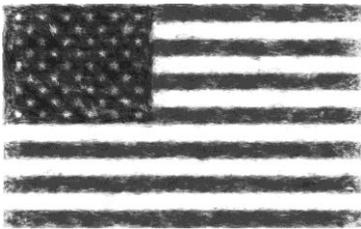
very penetrating. Coconut oil functions as a carrier oil and will allow the charcoal to seep through the enamel and into the inner layer of the tooth called the dentin, which influences tooth color. It's the viscosity of the oil allows it to penetrate deeply into tiny crevices and pores.

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 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 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.

Safer than Charcoal Powders. Unlike abrasive charcoal teeth powders that could possibly remove enamel from teeth, the Peasant 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.



Dr Sandra Wendall a dentist from Boxborough, Massachusetts offers us a 5 star review plus shared this suggested use sequence: 1. *brush with Peasant Toothpaste* 2. *"regular" brushing*, 3. *floss*, 4. *vigorous "swishing"*.

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

Peasant Toothpaste Company