

[Intro music]

Introduction

Will:

Welcome back!

In today's video, we're going to take a close look at oral hygiene products.

Specifically, we want to explore why *some* oral health products are made with less-than-ideal ingredients.

We also want to provide you with a method to determine for yourself whether a product you're considering is going to optimally help you navigate to greater oral health or not.

Here's how we've come to think about why some oral hygiene products have ingredients that we personally wouldn't want to use in our mouths and other products have ingredients that are great.

In order to best explain this difference, let's discuss an oral health myth in our culture.

Oral health myth

There's a myth that is still really common in our culture. It's a myth because it's not true and has been proven false. This myth can be best encapsulated in this way: what goes in the mouth, stays in the mouth.

The myth, "What goes in the mouth, stays in the mouth", is not true.

In other words, we as a culture believe that we can put something in our mouth and keep that product just in our mouth--that we can put something that we don't want to swallow in the mouth and if we rinse after[wards], we won't get any of this product in our system.

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However, this myth isn't true.

It's been proven that whatever we put in our mouth is absorbed into the bloodstream through the cheek and gum tissue (in some cases, *faster* than if we actually *swallowed* the product).

We see this myth as being related to the mental disconnect our culture has with our mouths that we've discussed through this video series.

In general, we as a culture think that we can somehow treat the mouth separately from the rest of the body--put products into the mouth and keep it from the rest of the body (all this despite the fact that the mouth is the main pathway to introduce new things into the body, right?).

When you think about it this way, you can see how silly this myth really is.

So, with this myth clearly debunked, let's look at why the quality of oral hygiene products can vary so much.

Why oral hygiene product quality varies so much

It really all comes down to the mindset of the creators of the formula of that product.

If the creators of the formula believe that the myth, "What goes in the mouth, stays in the mouth" is true, then they will feel comfortable using ingredients in their oral hygiene products that (from our perspective) really don't belong in living bodies.

If, on the other hand, the creators of a formula understand that this myth is *not* true and realize that whenever we put something in our mouth, we are putting that into our body, then they are going to only use ingredients that support healthy living systems.

So, when you read the ingredients on an oral hygiene product, look to see if you can tell whether the creators of that formula still believe this myth or not.

We have found that almost all products on the market have ingredients that really don't belong in the body.

Two questions to help you evaluate product ingredients

Here's another way you can go about this process: after you read the ingredients of an oral hygiene product, ask yourself the following two questions.

1. Would using these ingredients help improve the environment in my mouth? In other words, would using this product help my mouth navigate to greater oral health?

If you get a "yes" when you ponder this question, then ask question number 2.

2. Would using these ingredients in any way disrupt my ability to create an optimal whole-body immune response?

Simply put, if we put a product in our mouth that disrupts our ability to create optimal immune response, then we're really taking one step forward and two steps back, aren't we?

Our primary focus *has* to be on maximizing our immune potential, *then* on creating improvement in the mouth.

If a product claims to provide support in the mouth yet has ingredients that could undermine our immune potential, it was probably created from within the mindset of believing the myth that what goes in the mouth, stays in the mouth.

Asking these questions about OraWellness HealThy Mouth Blend

So, let's apply this two-step question to using our OraWellness products.

Would using our HealThy Mouth Blend improve the mouth environment to support an individual in navigating to greater oral health?

Well, using the blend increases saliva production and raises the pH in the mouth (which supports a shift to a healthier balance of bacteria in the mouth), as well as supports remineralization of the enamel.

Customers also report to us that, using the blend, they have been successful in stopping bleeding gums (which is a very common sign of infection).

This comes as no surprise to us that we know from our research that the HealThy Mouth Blend lowers the bad bug populations [that are] implicated with gum disease.

Customers also report to us that their dentists and hygienists tell them that their mouths are "boring to work in" because of how little plaque accumulation they have on their teeth.

You see, dental literature states that the specific essential oils that we've used in the HealThy Mouth Blend formula have a unique ability that the literature calls "adhesion inhibition".

In other words, using the HealThy Mouth Blend makes it more difficult for bad bugs to attach (or "adhere") to the teeth and gum tissue.

This is why we so commonly hear how customers love the very clean feeling of their teeth and gums and why dentists find so little plaque in the mouths of OraWellness customers.

And finally, customers have reported to us that their dentists have told them that active decay in their mouths has stopped. They credit this to using our blend.

So, to me, these examples support a "yes" answer to question 1--using our OraWellness HealThy Mouth Blend will support the mouth to navigate to greater oral health.

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So, let's ask question #2 and see what we find.

Would using the HealThy Mouth Blend disrupt our ability to maximize immune response?

Well, the HealThy Mouth Blend is made from 100% organic and wildcrafted ingredients. So, there are no pesticides, genetically modified organisms [GMOs], [or] chemical fertilizers in the product to otherwise undermine our health.

It's made from organic plant essences and organic almond oil. So, no chemical-sounding ingredients here. It's basically the essence of plants [that were] grown organically.

There are no additives or harmful ingredients in the blend just to "fill a tube".

And last, we're the creators of the formula. We have 30 years [of] experience studying the Chinese Longevity Arts, like Tai Chi, and we're very aware that the myth, "What goes in the mouth, stays in the mouth" isn't true.

I think we have clearly answered question #2 here as well--using the HealThy Mouth Blend isn't going to disrupt our ability to maximize our immune potential.

Wrapping up

How about we have some fun using these two questions?

In the comments below, tell us about how *you* applied this two-question strategy to some oral hygiene product you have in your home.

What did you find?

Let's keep it clean and not name any product names here. Let's just take a look.

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You can, if you like, list out any ingredients that you question the benefit of in the product. If we have an opinion or any research on that ingredient, we'll share our two cents in the discussion as well.

I'll give you a good starting place: if an ingredient has a number as part of the name, it's probably a good place to start questioning.

In response to many requests from people who have shared how they are benefitting from this video series, we've put together a few different [product combinations](#) as special offers to you for watching this video series with us.

These kits are combinations of our HealThy Mouth Blend, our specially-designed Bass toothbrushes, and our awesome tongue cleaners.

You can find a link to the special product offers below this video.

That's it for today. We hope this information helps you put more of the pieces of the puzzle [of] how to create optimal oral health in place for you and your loved ones.

If you benefit from this information, please, help us help others by sharing about this video series with your loved ones and friends.

By all means, if you have comments, please post them below (as we love to hear about how you benefit from the information we share).

And, by all means, let's hear about how applying the two questions we learned in today's session helps you to identify whether the oral hygiene products you have in your home were made with the awareness of this myth or not.

In the next video, we will explore what we consider to be the "secret sauce" that brings together all [of] these aspects we've studied to really optimize our oral health. Until next time, thank you and Aloha!