



## What's the Deal with Charcoal Toothpaste?

One of the latest trends from the beauty experts is charcoal toothpaste. It is believed to be a great alternative to whitening, and much less expensive. It is marketed to remove harmful toxins from your body. So why wouldn't you use it?

Charcoal toothpaste is incredibly abrasive on your teeth. Charcoal is a hard mineral, so if you aren't careful, you could brush away the outermost protective layer of your tooth (the enamel) and introduce tooth sensitivity. That's why charcoal is SO effective at removing stains—you're effectively brushing away your tooth structure!! Therefore, if you decide to use charcoal toothpaste, you should limit your usage of charcoal toothpaste to **once per month**.

One of the other selling points of charcoal toothpaste is that it removes harmful toxins from the body. In fact, activated charcoal is used in emergency rooms as treatment for certain types of severe poisoning. However, charcoal toothpaste should not be ingested, and will not have the same medicinal effects as in the emergency room. Charcoal toothpaste's ability to absorb harmful substances in amounts enough to be significant in the mouth **has not been proven**, and is likely not significant.

Be careful when selecting brands of charcoal toothpaste. Here at our office, we recommend products with the ADA seal of approval, meaning that the American Dental Association has tested the product extensively and declared it safe and recommended for use by our patients. However, the **ADA seal has not been awarded to ANY charcoal toothpaste so far**. If you're comparing brands, companies like Crest and Colgate are typically safe, go-to brands.

Lastly, no toothpaste replaces regular visits to see your dentist. With regular brushing with regular toothpaste, most patients will avoid the type of extensive staining that would be cured by abrasive toothpastes like charcoal. Additionally, if you're looking for a whiter smile, we offer a variety of services to fit your needs and meet your budget, while keeping your teeth healthy!

Please let us know if you have any questions or concerns about any other products on the market!