



Issue#50 • [icpa4kids.org](http://icpa4kids.org)

# FAMILY WELLNESS FIRST: NUTRITION

## Duped by Toothpaste

Recently I was reading a book called “The Power of Habit” by Charles Duhigg. In it I learned an extraordinary truth about toothpaste that made me realize how I’ve been duped by a very clever marketing ploy.

The book first explains the power of habits, and the human psychology that underpins them. It reveals how habits are formed—first by a cue which is followed by a routine which then produces some sort of reward. **It is by craving the reward at the moment of the initial cue that habits are formed.**

I found this absolutely fascinating. However, learning how marketers have been using this psychology on unknowing consumers, such as myself, left me feeling...duped!

As I read on, I learned the secrets behind the habit of teeth brushing. Though I encourage this habit, I began to better understand how, in the early 1900’s, the marketing genius Charles Hopkins revolutionized the habit. I was particularly shocked to learn that the foam in toothpaste has absolutely NO cleaning value. It was added to create a sense of reward to the task of brushing, in order to form a lasting habit. The neurology of the brain is triggered, by this foaming action, into feeling a sense of clean satisfaction from the brushing ritual, and this gives an instant feeling of reward.

I looked a little further and learned that the chemical that causes this foaming action is called sodium lauryl sulfate. A quick google search on sodium lauryl sulfate and you will quickly assess that it is NOT a chemical you want to be putting in your mouth. I learned that it can cause or irritate allergies, bad breath, canker sores and is often contaminated with dioxane a proven carcinogenic.

Wow! All this just for a little foam? Sodium lauryl sulfate is also used in shampoos, facial creams, cleansers, body washes, and the list goes on. I guess I just learned to associate those foaming bubbles with cleanliness, and never really stopped to ask myself what made them. Yes, I had been duped by one of the greatest marketing geniuses of the 1900’s, but it was time for me to say goodbye to the toxic foam.

A friend of mine manufactures a coconut oil toothpaste called “Cocodent” and I’ve made the happy switch. Admittedly, at first, I missed the foaming bubbles that gave a cool and refreshing tingle in my mouth, but those bubbles aren’t worth the risk.

In fact, an article in Pathways to Family Wellness Magazine, “Brushing Up: Smile! You’re About to Change Toothpaste” reveals the risks of many toxins in common toothpastes including the neurotoxin fluoride of which I had been rubbing on my teeth and gums, and likely ingesting for years.

When I later watched a do-it-yourself [video](#) on how to make Cocodent in my own home I was blown away by how simple it is to make a healthy toothpaste. It can be done at minimal cost in only minutes.

I appreciate convenience as much as the next busy parent who’s balancing work and home, but anytime I learn that a product I’m using to improve my health is actually harming it I get annoyed enough to make a lasting change.

Don’t be duped by your toothpaste, make the switch today!

To learn more about what’s in your toothpaste, and natural brands please visit: <http://pathwaystofamilywellness.org/Wellness-Lifestyle/brushing-up-smile-youre-about-to-change-toothpastes.html>



**Janaiah von Hassel**, CEO of Kiro Kidz, is a proud mother of two young boys, Landon and Corbin, who she happily nurtures alongside her husband, Matthew. Janaiah turned to chiropractic after receiving her son’s autism diagnosis and, in doing so, discovered that her entire family benefited from care. In her desire to spread the word, she has found great fulfillment in her work with Dr. Todd Defayette on the creation and development of Kiro Kidz. This animated children’s book tells an exciting tale of the benefits of chiropractic care.

## All-Natural Toothpaste

This all natural toothpaste is great for building bone strength, remineralizing, and scrubbing any unwanted particles off your teeth. Coconut oil is added to help penetrate cavity causing bacteria as well as provide a nice flavor

Enjoy with your kids and toddlers as this is made with all safe and digestible ingredients. Flavor as desired, with one or many different essential oils, as some like a minty paste and other prefer fruity flavors.

The texture and taste will be a bit different than you are used to; a bit salty and crunchy. Don't let that scare you away! These ingredients work wonders on creating whiter and stronger teeth naturally at home.



### What You'll Need:

- 4 parts calcium magnesium powder
- 2 parts diatomaceous earth, if available or 2 parts baking soda
- 2-3 parts all natural xylitol powder (for sweetening)
- 5 parts coconut oil
- 15 drops food grade essential oils of your choice (peppermint, spearmint, orange, cinnamon, and clove work great)

### What to Do:

1. Mix all the dry ingredients together in a bowl.
2. Add coconut oil one part at a time and mix with the back of a spoon until desired consistency is reached. If you want a smoother consistency, the xylitol we have is crunchy, mash with mortar and pestle until smooth.
3. Add essential oils and mix well.
4. Store in a glass jar or squeezable container in a cool place (the coconut oil will melt otherwise). One blogger mentioned putting into a plastic bag and cutting the tip off for an easy squeezable tube; I think I'll try that next time!

### Compliments of ICPA Member:

John M. Ferguson  
Ferguson Family Chiropractic, PLLC  
653 Plank Road, Clifton Park, NY 12065  
[www.ForLifetimeWellness.com](http://www.ForLifetimeWellness.com) 518.383.5595

Provided by *Pathways to Family Wellness* magazine, published by ICPA, Inc. For more informationit:

[www.pathwaystofamilywellness.org](http://www.pathwaystofamilywellness.org) and [www.icpa4kids.org](http://www.icpa4kids.org).