

A *new* way
to help fight
tooth decay
and reduce
cavities.



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What every family should know about Xylitol.



What is Xylitol?

- Xylitol is a natural sugar-alcohol found in many fruits and vegetables as well as birch trees.
- Xylitol is a healthy, natural, cavities-preventing sweetener that has been used in foods since 1960 and was FDA approved in 1963.
- Xylitol is equal in sweetness and volume to sugar and exists naturally in raspberries, cauliflower, corn cobs, and rice hulls.

Why use Xylitol?

- It's effective as a sugar substitute in reducing new tooth decay.
- It's safe and natural.
- It's convenient to use—chewing gum, tablets, candy
- And tastes good too.

How does Xylitol work?

- Cavities are caused by bacteria that feed off of sugars in the foods we eat. Xylitol is a natural sweetener that disrupts the bacteria.

Can Xylitol prevent tooth decay?

- Yes, by fighting and reducing plaque formation.
- Yes, by stimulating saliva, which is a natural tooth protector.
- Yes, Xylitol has been shown to reduce dental caries up to 80%.
- How much or how often do I use Xylitol in order to be effective?
- Consistency is the key—3 times per day for 10 minutes.
- Use immediately after eating or snacking
- Use in conjunction with regular brushing and flossing.

What are the benefits of Xylitol?

- No unpleasant aftertaste
- Helps reduce the development of dental cavities (decay)
- Increases saliva flow and reduces plaque formation
- Acceptable for non-insulin-dependent diabetics

What is Epic?

To beat tooth decay, we need to understand it. Cavities are caused by bacteria that live on our teeth. The bacteria feed off the sugars in the foods we eat. As the bacteria feed, they produce acid that dissolves our teeth.

Epic gum, mints, toothpaste and oral rinse fight cavities in a new way — with xylitol. Xylitol is a natural sweetener that disrupts the bacteria and helps stop acid production. Xylitol is so effective that one study showed a 70% reduction in cavity risk¹.

¹ Soderling E, et al. Influence of maternal xylitol consumption on mother-child transmission of mutans streptococci: 6-year follow-up. Caries Res. 2001 May-Jun;35(3):173-7.

