

# Mercola Introduces New and Improved Tulsi Toothpaste with Healthier Ingredients

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*Mercola's top-selling toothpaste is back and even better, featuring oral health-promoting botanicals*

**Hoffman Estates, IL (PRNEWSWIRE) October 21, 2016** – Many of today's most popular toothpastes (including some "natural" brands), contain a brew of unsuitable ingredients that could be absorbed through the lining of the mouth.

Mercola's new **Refreshing Mint Toothpaste with Tulsi** provides refreshingly clean teeth and breath while whitening and effectively fighting cavities without GMOs or harsh chemicals.

Fluoride- and carrageenan-free, Mercola's Tulsi Toothpaste uses organic ingredients and contains zinc oxide for whiteness, organic aloe leaf juice for a soothing effect, and organic essential oils like Tulsi Holy Basil for promoting clean teeth and gums. Also, unlike many other toothpastes including some "natural ones," Mercola's Tulsi Toothpaste does not contain genetically modified ingredients.

Tulsi Holy Basil essential oil has been traditionally used as a medicinal in India for centuries. It helps support a beneficial balance of healthy mouth flora while freshening breath.

Mercola's Refreshing Mint Toothpaste with Tulsi comes in a convenient 3 oz. tube, which makes it perfect for home use or travel.

Dr. Joseph Mercola, founder of Mercola, believes the new toothpaste should be a staple in every home. "My toothpaste is formulated to my long-held standards to help safeguard your family's oral and overall health," he said.

## **About Dr. Mercola and Mercola.com:**

Dr. Joseph Mercola is a physician and three-time *New York Times* best-selling author. He was voted the 2009 Ultimate Wellness Game Changer by the Huffington Post and has been featured in several national media outlets including *Time* magazine, *LA Times*, CNN, Fox News, ABC News, the Today Show, and The Dr. Oz Show. Dr. Mercola founded his website, [Mercola.com](http://Mercola.com), in 1997 and it has since become the world's #1 natural health resource site – with over one million subscribers to its natural health e-Newsletter.