

Generations

The newest thing in toothpaste

Some of you may recall the column I wrote about Americans having too many choices and how picking up some Oreos took what seemed like forever because there were too many sizes, fillings, colors and other options to choose from.

That's when I purchased the book "The Paradox of Choice" by Barry Schwartz, an excellent read after the Oreos standoff because it goes into why more is actually less and how it affects our inner well-being. If you're curious, it's available on Amazon.

And so, when I read a recent article by Rina Raphael on www.fastcompany.com, it reminded me once again that our brains are continually being hit by overload due to an inordinate number of choices that adds to stress. This time it happens to be in the world of toothpaste.

By now, you're probably wondering: "Did she say 'toothpaste'?" And if so, what could possibly be new in the world of toothpaste that would make anyone sit up and take notice?

First of all, I have nothing against the toothpaste industry because I'm the first one in line to purchase Colgate, Crest or any other brand that happens to be on sale when it's time to replace a flattened tube.

But Schmidt's Naturals wants to change the way people think about toothpaste like it did in 2010 when it launched a new kind of deodorant.



Peg DeMarco

Think "natural," the "it word" of the millennium, and you'll be on the right track, from armpits to teeth.

It all started when Schmidt's Naturals launched a deodorant made from plants and minerals and free of aluminum, propylene glycol, SLS, parabens, phthalates, artificial fragrance, artificial flavor, artificial colorants, and artificial sweeteners — basically, all of the enemy scientific additives that most of us can't spell or pronounce.

Of course, I didn't know all that bad stuff was in my Secret, and had been unknowingly hindering my health for over 50 years, but perhaps it's not too late for this old gal to change.

So, I checked the company website, www.schmidtsnaturals.com, just to get a little bit more information on the deodorant, and the names were pretty catchy: lavender sage, rose and vanilla, bergamot and lime, cedarwood and juniper, and a few others. The \$8.99 price

tag, however, left me high and dry (please forgive the pun).

And for those who want to make sure friends and relatives are also paraben-free, gift boxes are available (although I can't think of anyone who wouldn't scratch his or her head and wonder if I had lost my mind once they opened the gift box and saw that he or she was a recipient of bergamot and lime deodorant).

The Portland, Oregon-based company decided it was time to launch another product, so its collection of unusually flavored toothpastes was next in line.

Advertising boasts that the toothpaste is made up of superfood extracts and vitamins for the health-conscious public that scrutinizes everything and anything that passes their lips, even if it ends up in the sink.

I was smarter this time and checked the price first. The toothpaste with CoQ10, goji and pomegranate extracts, organic aloe leaf juice, magnolia bark extract, and vitamin E prices at \$5.99 a tube. Current flavors are Wondermint, Activated Charcoal (with Wondermint), Vanilla Chai, and Coconut plus Lime. Can't decide? They do offer a multi-4 pack for \$21.99.

Stuck on what goji is like I was? Well, I looked

it up on Wikipedia. Goji berries grow on bushes in East Asia and America that produce white or purple flowers in the spring and then berries.

According to all the marketing I read on goji berries, they're a powerful anti-oxidant, loaded with vitamin A, that improves eyesight, preserves youthful looks, keeps you well-hydrated, reduces cholesterol, improves sleep, protects the liver, fights Alzheimer's, helps to resist viruses, and promotes mental health.

At this point, I was more interested in goji berries than anything else.

It remains to be seen whether consumers will be drawn to the natural toothpaste for its main selling point: health. But, as Rina pointed out, considering that consumers only absorb toothpaste for two minutes at a time, without even ingesting it, how big of a deal can that be?

And as far as the newest trendy flavor being pushed by Schmidt's Naturals, Activated Charcoal with Wondermint, it promises to be "wonderfully cool and fresh," and that may be so, but the gray spit in the sink may be a tough pill to sell or swallow.

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