

CONSUMER CORNER



Revitin
CSBioscience
www.revitin.com

PRICE:
\$149.76/12 units (\$12.48/unit)

Homeopathic toothpaste that is creating a major buzz among those who have used it. Containing what is called NuPath Bioactives, this is essentially an antioxidant toothpaste that attempts, according to one study, to keep the oral biofilm in a state of balance instead of trying to totally eliminate it. Composed of vitamin C, vitamin E, co-enzyme Q10, and micronized tissue salts, the paste itself is not very impressive in appearance since there are no artificial colors or dyes. In other words, it looks like khaki, but could also be described in less flattering terms.

It also has no sodium lauryl sulfate, which is the foaming agent in most toothpastes that presumably makes them more pleasant to use, but has no real effect on cleansing ability. On the other hand, this chemical has been implicated in a wide variety of ailments, although its toxicity is still controversial. Nevertheless, eliminating this foaming sensory feedback may cause some users to dismiss this product after one or two uses. Our initial impression after using it was that it left our teeth feeling quite clean. One user who brushed her tongue with it found a tingling sensation developed that lasted for a few minutes.

One preliminary, 10-patient study found it reduced plaque, bleeding, and gingival indexes significantly more than the control toothpaste (Crest Whitening Expressions) after one month. In addition, early testimonials from patients undergoing chemotherapy for various types of cancer suggest oral lesions that can result will be alleviated by using Revitin. In a less extreme but still clinically relevant example, one clinician has reported improved gin-

gival health and less bleeding in patients when provisional crowns were removed and definitive restorations were cemented.

Revitin comes in an attractive, pump-like, white plastic dispenser that required more than a few pumps to get the paste flowing. It is available in three flavors: Citrusclean, CinnaFresh, and Bubble Gum, all of which are distinct, but subtle and not overwhelming.

With each 12-unit (1 dispenser = 1 unit) order are well-done brochures and a cardboard, countertop display, which could be more sturdy. While each unit costs you \$12.48, the suggested patient price is \$19.95 if you choose to sell it directly to patients. Otherwise, you can give patients a referral code that will give them a discount when they call the manufacturer's toll-free number 877-346-2700 or order online. For these direct orders, you will receive a \$3.00/unit royalty.

History is replete with stories of miracle cures for virtually any malady, so it is only natural to be skeptical of the type of claims being made as a result of using Revitin. And, with a cost to the patient of just under twenty dollars, we assume there will be plenty of raised eyebrows and let-me-think-about-it comments.

On the other hand, there does seem to be logical thought and science behind this product. If the long-term results confirm the preliminary findings, Revitin could make a major impact on everyone's oral health and reduce the need for invasive procedures.

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