

New Toothpaste Acts As Sleeping Aid

BY JEWISH VOICE STAFF

The city that never sleeps is about to catch some Z's with new all-natural, sleep-enhancing toothpaste. New Yorkers can now rest easy. Manhattan's elite dentist, Dr. Arthur Zuckerman, has launched Pearly Dreams, the patented, innovative new toothpaste specifically created to naturally aid sleep. Formulated with Melatonin and organic extracts of Valerian, Balm Mint and Passion Flower, Pearly Dreams uses only the highest-quality natural ingredients to ease stress and enhance sleep.

Sleep deprivation has increasingly become one of the most common health concerns among Americans. According to the National Sleep Foundations' 2008 Sleep in America Poll, 65% of adults report trouble sleeping at least one night during the week. This continual lack of sleep has serious outcomes both mentally and physically with effects including weight gain, premature aging, depression, heart disease, high blood pressure and stroke.

With such severe medical problems caused by sleep deprivation, it is somewhat surprising that only 7% of respondents cited using over-the-counter or store-bought sleep aids. A possible rea-

son for people's hesitance towards sleep medications is their long list of damaging side effects such as addiction, dependence, drowsiness the next day, confusion, and forgetfulness.

Unlike sleeping pills, Pearly Dreams uses only the best-known organic active ingredients. With over five years in development, Dr. Z was inspired to create Pearly Dreams as a natural solution to chronic sleeplessness. "My goal was to produce an effective and natural toothpaste that could reduce stress and enhance sleep without any dangerous side effects," says the prominent dentist. "I aimed to find the perfect balance of natural supplements known to relax, calm and help the body to sleep."

Consulting a naturopathic specialist, Dr. Z formulated Pearly Dreams by using the optimum combination of Melatonin and organic extracts of Valerian, Balm Mint and Passion Flower. Known for treating certain

Melatonin is the body's own "sleep signal"—a hormone that helps regulate the body's natural sleep pattern. Aging reduces the amount of Melatonin our body's produce, contributing to adult sleep-deprivation. By combining one of nature's most effective sleep inducers with Valerian, Balm Mint and Passion Flower (herbal remedies known for treating nervous tension and sleep disorders), Pearly Dreams' groundbreaking formula is one of the most efficient and natural sleeping aids available on the market.

With the same benefits as the leading national brands, brushing with winter-green-flavored Pearly Dreams yields cleaner, healthier teeth with an added bonus- a better night's sleep. Available January 2009, a 3.4 oz. tube of Pearly Dreams retails for \$19.95 and is available online at www.pearlydreams.net or by calling 1-800-5-PEARLY.

About PearlyDreams

Launched in January 2009, Pearly Dreams is a revolutionary, patented new toothpaste specially created to aid and enhance sleep. Formulated with nature's best-known sleep-inducing and stress-reducing ingredients, Melatonin and organic herbal extracts of Valerian, Balm Mint and Passion Flower, Pearly Dreams Sleep Enhancing Toothpaste offers a natural solution to chronic sleeplessness. The 100% natural toothpaste is non-habit forming and produced by one of the oldest and most respected U.S. manufacturers.

Not intended for use by pregnant or lactating women, individuals with autoimmune conditions, depressive disorders, endocrine disorders, serious illness, or other drug use. Seek advice from your health practitioner prior to use if under medical supervision, taking tranquilizers or sedatives or taking more than 10 mg of melatonin per day. Do not use before or while operating a motor vehicle or heavy machinery. Not to be taken by individuals under the age of 18.

This product is not intended to diagnose, treat, cure, or prevent any disease. This statement has not been evaluated by the Food and Drug Administration.

