

Discover how a 10-Year Old Boy's Allergies Were Relieved After Using a Revolutionary Fluoride-Free Toothpaste from UGLY by nature

FORT LAUDERDALE, Fla., Oct. 9, 2015 (SEND2PRESS NEWSWIRE) – UGLY by nature, a chemical and fluoride-free toothpaste, is getting attention from its reviewers. Some say they're "obsessed with it" and others are simply "blown away." Doctor-formulated, it's made with fair trade organic coconut oil and contains only natural and organic ingredients that were chosen for optimal oral health; nothing artificial is added.

Dr. Steve Shoshany, a New York doctor seen on "The Doctors" (www.drshoshany.com), says, "I love this toothpaste! Non-fluoridated all natural. This toothpaste leaves my mouth feeling clean and not medicated. I have been using Tom's but have made the switch to UGLY by nature."

Dr. Paul Herman, UGLY by nature's CEO and a Florida-based physician, has treated patients holistically for almost 20 years. When childhood friend, Adriana Ryan, president and co-founder of UGLY by nature, mentioned that her son suffered from allergies and had allergic reactions to toothpastes, Dr. Herman decided to create one for him.

After using the toothpaste, the child's allergic reactions stopped. That initial formula has since evolved to 10, all-natural and organic ingredients which, among others, include: organic coconut oil, non-GMO xylitol, coconut-activated charcoal and aloe barbadensis leaf juice.

"I'm thrilled to offer a healthier alternative to what is currently available worldwide," he says. "This toothpaste has generated such excitement and anticipation. We've given samples to friends, family and social media followers; they kept asking for more and wanted to know if we'd be selling it. That's how UGLY by nature was born."

On September 30, UGLY by nature launched an Indiegogo crowdfunding campaign that will run through November 1, 2015. Campaign contributors can earn perks, prizes and even a vacation. The financial goal is \$26,000 and money raised will help with production and distribution.

"We decided on the name UGLY by nature because of the product's silvery-gray appearance – our signature color," Herman says.

Currently, UGLY by nature toothpaste is offered in seven flavors. All products are certified Vegan, cruelty-free and non-GMO.

To learn more: <http://igg.me/at/uglybynature>.

To view a video: <https://youtu.be/I-v6nWWZjku>.

TWITTER: @uglybynature – https://twitter.com/Ugly_by_Nature.

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* Photo Caption: UGLY by nature Toothpaste.

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