

# Acid *v* Alkali

## A major dentifrice question

Tooth pastes based on soap and chalk are alkaline, of course. Pepsodent is mildly acid.

It is found that mild acidity acts to disintegrate the mucin plaque at all stages of formation.

It increases the alkaline index of the saliva to better neutralize mouth acids.

It increases the ptyalin index of the saliva to better digest starch deposits on teeth.

An alkaline dentifrice reverses those effects.

People whose dietary consists largely of acid fruit are notably less subject to caries. Authorities have investigated this subject. Investigation has revealed the effects we state. Pepsodent is made to apply this acid factor regularly.

### World-wide approval

Pepsodent has since attained world-wide approval among dentists. As a result, careful people of some fifty nations now employ it.

Every day dentists see evidence of its good effects.

### 8 years of tests

For eight years Pepsodent has been subjected to scientific tests. Every possible question about it has been answered in that way.

Its mild acidity was proved to be harmless by immersing natural teeth for four years in Pepsodent mixed with saliva.

Its polishing agent has proved harmless, by brushing teeth with Pepsodent up to 300,000 times.

### It differs, of course

Pepsodent differs of course from tooth pastes based on principles now known to be incorrect.

Its mild acidity makes it distinctive. Lack of soap lubrication makes the polishing agent conspicuous. But those differences accord with modern dental opinion.

Send the coupon for full information and a tube to try. If you have any questions, let us answer them authoritatively.

# Pepsodent

*The Modern Dentifrice*

*Australian readers may send coupon to  
The Pepsodent Company (Australia),  
Ltd., 137, Clarence Street, Sydney, N.S.W.*

1403  
THE PEPSODENT COMPANY,  
Dept. (77), 42, Southwark Bridge Road,  
London, S.E. 1.

Please send me, free of charge, one regular 2/- tube of Pepsodent, also literature and formula.

Name .....

Address .....

.....  
Enclose professional card or  
letterhead.

B.M.J. July 5th