

The Heritage Store, Inc.

PRODUCT INFORMATION

A Message From The Heritage Store

This information about Heritage Store Products is for you—the health practitioner, the health educator and the consumer—and is especially created to respond to the many inquiries we have received over the years for more in-depth information concerning the Cayce formulas.

When **Edgar Cayce**—widely considered the most talented twentieth-century American psychic and the “father of holistic medicine”—died in 1945, he left behind a legacy of nearly 14,000 clairvoyant readings, easily the largest and best-documented body of paranormal data ever received from one person. Of these readings, more than 60 percent concerned health and healing. In 1966, The Heritage Store began researching these medical readings, and subsequently developed a full line of the most popular products and formulas. Today, they are sold everywhere, and utilized by a growing number of physicians and health practitioners around the world.

For the better part of this century, the Cayce philosophy has remained on the leading edge of the holistic health movement, which encourages people to take personal responsibility for their health and well-being. We are proud to contribute to this growing holistic awareness by supplying you with an extensive array of natural remedies that are helping millions of people—worldwide. Our continued expansion, throughout the past 25 years and beyond, is due to customers like you, who believe in the effectiveness of our host of health-enhancing products.

IN THIS ISSUE: **ORAL CARE PRODUCTS**

The old joke, “The teeth are fine, but the gums gotta go” is not likely to amuse the large number of Americans who suffer from some form of periodontal disease. In fact, this disease—formerly termed pyorrhea—is the single most common cause of tooth loss after the age of 35. And it’s rising at an alarming rate. Symptoms range from tender, swollen gums that bleed, to bacteria-infested pockets in the gums that eventually cause tooth loss.

Here’s how it works. Bacteria grow and multiply in the soft film that coats teeth just hours after brushing. This film, called plaque, is composed of microscopic bacteria known as *S. mutans*. These scavenging bacteria cannot live on fats and proteins. Instead they thrive on the residue of soft, overcooked, high-sugar foods in our mouths—simply put, the typical high carbohydrate American diet.

In the process of metabolizing these starches and sugars, the bacteria leave behind a residue of acid that eats away at the protective enamel of the teeth, thus causing cavities. Eventually, this highly acidic plaque corrodes the interior of an affected tooth, destroying the “scaffolding”—the dentin and the system of fibers that connect the tooth’s root to the supporting bone. Pus forms in the pockets, and the alveolar bone—the bone that forms the tooth socket—becomes infected. As more bone is lost from the socket, the tooth has less support and gradually loosens. The end result is tooth loss.

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THE VALUE OF IPSAB

In approximately 70 Cayce readings a solution called **Ipsab** was recommended as an application for the gums in combination with regular professional care of the teeth.

The Ipsab formula contains water, prickly ash bark, natural grain alcohol, peppermint spirits, salt, calcium chloride, and a 1% iodine trichloride solution. The herbal ingredient, prickly ash bark, particularly helps Ipsab to wash away the germs that create infection.

Salt helps to shrink the gum membranes between the teeth so that the other ingredients can better cleanse these areas. Peppermint is a flavorful breath freshener.

The readings indicated that the cause of periodontal disease is a particular bacillus, which in the presence of certain predisposing conditions in the mouth, teeth and gums, is able to attack and weaken the gums.

The site for bacteria growth is the film which accumulates on the teeth as a result of deposits left from soft and over-cooked foods. The decay of these food particles on the teeth eventually produces an acidic condition, whereas the normal condition of the mouth is alkaline. Cayce also suggested that soft food leads to lack of proper gum exercise, further lowering the resistance of the gums to bacterial attack.

According to Cayce, using Ipsab in a regular oral hygiene program removes the bacillus that causes periodontal disease, while increasing gum health to build resistance through the natural

“The properties [of Ipsab will] produce a cleansing, and an attacking of the influences that make for the conditions that are destructive to enamel and to the tissue itself.”

**Edgar Cayce
Reading [1800-21]**

RELATED READING EXCERPTS

defense mechanisms of the body.

In addition, Ipsab is said to restore normal alkalinity, and when used as a mouthwash, help to improve the breath. Here is a sampling of actual Cayce reading on Ipsab use:

Once or twice a week, apply a small quantity; or dip the finger into the solution, after it is shaken together, and massage the gums; or apply a small quantity to a tuft of cotton and massage inside and outside the gums, upper and lower. Where specific conditions in the teeth disturb, apply a small quantity on the end of a toothpick and rub along the edge of the gums. This will be found most effective.

[274-5]

Using, then for the teeth and gums, to strengthen same, those properties as found in that combination [Ipsab] as has been given for such conditions through these forces.

[257-11]

With its application it will prevent tooth decay, for it will cleanse the disorders that make for the reaction and keep the condition more alkaline in this area.

[514-4]

Some local attention [to the teeth] is needed. The natural tendency of a disturbance...is for a lack of the proper circulation through the gums and to the portions of the teeth themselves. If the solution known as Ipsab is used to massage the gums occasionally, it will make for a strengthening of the areas and a preserving of their usefulness. Once or twice a week this would be thoroughly massaged into the gums, and will make a great deal of change in the gums and the teeth. Do that.

[987-1]

Do use Ipsab as a massage for the gums and it will make a great deal of difference with the teeth, the breath and the general activity.

[3598-1]

In fact, the readings sometimes stated that drastic measures such as removal of teeth could be avoided if Ipsab was used in a regular oral care program.

This [root canal work] will be locally very good. But as we find, if there will be the suggested treatments followed for the general condition of the body, and a local application of those properties combined in the compound known as Ipsab—used as a massage, much of this condition with the teeth would be relieved without so much local attention. And we would find the mouth in much better condition for such work to be carried out, than in the immediate future. [307-2]

If you need extra attention for your oral care, you may also try Ipsab Concentrate, which is a stronger version of this already effective product.

IPSAB TOOTHPOWDER

While the majority of readings refer to the popular Ipsab liquid, a few of the Edgar Cayce readings state that the finished Ipsab product should be a powdered combination of salt and baking soda.

If toothpowder seems a bit old fashioned in comparison to the dazzling array of two-tone wonders-in-a-tube that are presently available on the market, consider the dubious wisdom of brushing with a product that contains sweeteners and suddenly powdered toothpaste seems infinitely appealing.

Ipsab Toothpowder was originally inspired by Edgar Cayce: *"That which is best for the teeth is a combination of salt and soda, which is better than all the concoctions that have been sold in tubes or pastes."* [1131-1]

The alkaline baking soda helps to neutralize acidic conditions brought about when bacteria break down food particles, while salt helps to firm the gums.

Regular use of Ipsadent, in conjunction with occasional Ipsab applications and daily brushing with Ipsab Toothpowder, can keep your teeth healthy, and prevent periodontal diseases.

Both of these natural substances have been used throughout history for strong and healthy teeth: baking soda is a natural dentifrice that is gaining favor even with current commercial pastes, while salt has long been recommended in maintenance of healthy gum tissue.

Ipsab toothpowder is pleasantly flavored with peppermint. The finely milled powder also contains a small amount of prickly ash bark to increase its cleansing power. Unlike ordinary toothpastes, there are no artificial sweeteners, preservatives, thickeners or foaming agents.

IPSADENT MOUTHWASH

Making **Ipsadent** part of your normal dental regimen can help prevent gum problems before they begin. This pleasantly flavored herbal mouthwash includes Ipsab, cinnamon, cloves, and stevia. A delicious way to rinse away the bacteria that cause tooth decay! **Ipsadent Oral Spray** comes in a handy atomizer bottle that's easy to carry with you. Use it to keep your breath fresh and clean when you can't brush.

REPORTS FROM THE FIELD

A practicing dentist in McLean, Virginia made Ipsab the subject of a double blind research study. Statistical analysis of the results indicated that 24% of the patients using Ipsab (and conventional treatment) showed superior improvement as contrasted with 5% of the patients given conventional treatment who used the placebo. The dentist was sufficiently impressed with the results to begin recommending the use of Ipsab to all of his patients. In fact, many dentists endorse Ipsab for total oral care: "I recommend Ipsab herbal treatment for all of my patients. Within several months of usage there is a drastic improvement. With proper hygiene, most cases of gingivitis are resolved." Dara Rogers, DMD

PRODUCT REPORTS

"Ipsab has worked like a miracle for me... I have used it in conjunction with Vicco, vitamin C, dental floss and calcium supplements...Also, I have not [had to go] back to the dentist since my first order arrived...I just wish more people knew about Ipsab. Keep recommending it, the stuff is wonderful as are all the products I have ordered."

P. M., California

"Ipsab powder leaves the mouth clean and contributes to a general balance of mouth health."

Autumn B., Virginia

"I used the Ipsab faithfully (twice a day) and made a paste of pure prickly ash bark once a week and left it on my gums for about 15 minutes. My gums responded quickly...they were pink and healthy."

H. G., Maryland

"I have used Ipsadent for years and I have healthy gums and all my 'own' teeth."

Sara K., Pennsylvania

"I wouldn't be without a supply of Ipsab. Since I started using it I've had much better checkups at the dentist... My sister and mother use it now after seeing my good results. I have received compliments from the dentist on the good condition of my gums since I started using Ipsab."

A Massachusetts Woman

"I hadn't been to the dentist in years and when I returned this year, he was amazed at the wonderful condition my gums were in, considering the lack of dental care I've had. I attribute this to the use of Ipsadent. I've been adding a splash to my water pik every time I use it...Thank you for this absolutely terrific product. God bless you all."

Michelle P., Virginia

"I recommend this highly for anyone who has not had success with other products."

A New Hampshire RN

Remember—rigorous dental hygiene utilizing natural products is critical to good overall health and the maintenance of a beautiful, healthy-looking smile. In the words of Edgar Cayce, *"It is by thy smile and not a word spoken that the day may be made brighter for many a soul and in making the day brighter, even for a moment, ye have contributed to the whole world of affairs."*

[2794-3]

**Keep Your Smile
Looking Great With
The Cayce Oral Care Product Line!**

