

World's First Miswak Toothbrush Launched to Challenge Traditional Toothbrush No Water, No Toothpaste required and Vegan and Environmentally Friendly

July, 1, 2011 – Miswak Toothbrush Inc., company promoted by a leading Chicagoland based Dentist Dr.Mohammed S.Sayeed has developed the World's first Miswak toothbrush and today announced the launch of Miswak MAXX and Miswak mini range of toothbrush.Both Miswak MAXX and Miswak mini toothbrush range, don't require water and paste to clean the teeth and gums, they can be used anywhere and anytime for maximum dental hygiene.

After years of research about dental hygiene and benefits of Miswak ,Dr.Sayeed developed the Miswak toothbrush range.

Dr.Sayeed “Miswak is a concept of dental hygiene in the eastern culture and it has been highly effective in prevention of gum diseases and tooth decay, which the modern methods of dental hygiene couldn't match.While practicing dentistry, I read various research studies that say the Miswak is better than using the regular toothbrush and paste .In eastern societies and religion , Miswak is highly recommended especially in Islam and ayurveda. Actually the word Miswak means dental concept in Middle Eastern society and the wooden stick is called *Salvadora persica*. The Miswak stick has lot of benefits if used in a proper way, like if you cut the chewed part on a regular places. For example I have seen a lot of people in Middle East carrying the stick in the pocket but realized that by keeping the stick in their pocket for long periods without periodically cutting the stick was detrimental to the gums. Also there are several benefits along with keep the teeth and gums free from germs, bacteria, plaque, it is also good for digestion”.

He further added that “Miswak has medicinal properties and the fact is you just need a will and Miswak stick to clean your teeth anywhere and anytime after meals, fizzy drinks, and coffee prevents the teeth and gums from disease and bad breath. Hence, I developed the Miswak MAXX and Miswak Mini toothbrush range using the Miswak stick to make the bristles and flavored them with mint, clove and cinnamon and the design of the MAXX and Mini achieves maximum cleanliness anywhere and anytime”.

According to Tausif Malik, general manager said that “These toothbrushes are vegan and environmental friendly as it eliminates the harsh chemicals and water wastage”.

Dr.Sayeed also said that the Miswak toothbrush range prevents the harsh effects of high carbohydrate foods, drinks and sedentary lifestyle by providing dental hygiene at your own will. Hence, we would like to promote the Miswak Toothbrush to every individual in every city to prevent the teeth and gum diseases.

About Miswak:

- Miswak is made from *Salvadora persica* (Arak, Galeniaasiatica, Meswak, Peelu, Pīlu, Salvadoraindica, or toothbrush tree, mustard tree), is a species of *Salvadora*. *Salvadora persica* has anti urolithiatic properties. Usedfor centuries as a natural toothbrush, its fibrous branches have been promoted by the World Health Organization for oral hygiene

use. Research suggests that it contains a number of medically beneficial properties including abrasives, antiseptics, astringent, detergents, enzyme inhibitors, and fluoride

- The Wrigley Company conducted a study on the Miswak which was published in the Journal of Agricultural and Food Chemistry in 2007 . Wrigley’s research concluded that mints laced with Miswak extract were 20 times more effective in killing bacteria than ordinary mints. A small testimony to this fact is that, after half an hour, the mints laced with Miswak extract killed about 60% of the bacteria where as the ordinary mints managed only 3.6%.
- In the August 2008 issue of the Journal of Periodontology, there appeared a study conducted by Swedish researchers on the Miswak, as well. The study apparently found that suspended Miswak pieces in a petri dish, the medium for culturing bacteria, were able to kill bacteria that cause periodontal disease without being in physical contact with the bacteria. The researchers, however, suggested that the Miswak pieces may have been sprayed with antibiotic gases, in their attempt to explain the phenomenon.
- Yet another study, one comparing the use of the toothbrush and the use of the Miswak(2003) can be reviewed currently online at the website for the U.S. National Library of Medicine and National Institutes of Health (PubMed).The study concluded that Miswak was more effective than tooth brushing in reducing plaque and gingivitis provided it was used correctly. Similar studies found on the same website and elsewhere vouch for the effectiveness of Miswak over toothbrush. “The miswak appeared to be more effective than tooth brushing for removing plaque from the embrasures, thus enhancing interproximal health,” stated the researchers. •With its strong antibacterial properties and perpendicular bristles, the Miswak is a natural toothbrush, toothpaste and floss combined.

About Miswak Toothbrush Inc:

Miswak Toothbrush LLC. U.S.A is a privately held company promoted by Chicagoland based Dentist Dr.Mohammed S.Sayeed. The top management is highly educated and experienced in their respective fields , this combination will help in achieving our organizational goals. The company is manufacturing two variants of Miswak Toothbrush: Miswak Mini & Miswak Pocket Brush.

About Miswak Toothbrush range:

Miswak MAXX is a designed for individuals, who can carry their in their pockets or can leave at their home or office to clean their teeth after every meal or drink.

Miswak mini is designed for individuals, who like to clean their teeth after every meal or drink and dispose them after use.

The brush heads are made from freshly cut flavored and packed pieces of miswak that are use and throw thereby avoiding the above problem.

For further information, please visit www.miswaktoothbrush.com.

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