Latest Fad Has People Brushing Teeth With Charcoal

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PHILADELPHIA (CBS) - You want your teeth to be white when you brush them, right? That's generally the idea, but a new fad is actually doing just the opposite.

That fad claims to remove stains by using...charcoal.

Charcoal is sold in health food stores, and is said to be safe to ingest. But does it work?

"It's whitening my teeth a little," this user thinks, "but I also don't know how much of that was I just wanted to see lightened teeth."

The American Dental Association is not stamping the product just yet with its approval.

Comments