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Dina Lohan Takes On Eco-Dentistry

By **Shawn Watson**, *About.com Guide to Dentistry*

Consider this as just another attempt by a celebrity to cash-in on the environment, or look beyond her name and parental connection to one of young Hollywood's most notorious "hot messes", and you might find that Dina Lohan has branded a respectable Eco-friendly dental hygiene product.

According to a press release, Lohan introduced "The Lohan Green Toothbrush" at the Go Green Expo that was held in New York City March 19 - 21, 2010. What makes this toothbrush Eco-friendly? Apparently there is no need to use water with this brush, which will hopefully help the average consumer reduce the amount of water used during your typical brushing session. Here is a quote from the press release that might put things prescriptive:

"In 2006 the US EPA estimated that the average citizen wasted 2 gallons of H₂O daily as part of brushing ones teeth and oral hygiene. Today that might amount to 600 million gallons daily! Over 2 billion people in the world don't have access to sanitary water. The Lohan Freedom Brush will provide a healthy alternative as well as contribute to the well being of others in which water conservation is mandatory."

[Click here to see Go Green Expo on About.com](#)