

## Alumnus introduces chocolate-flavored toothpaste for kids

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Children around the world have a new reason to smile thanks to the latest product from Tulane alumnus Arman Sadeghpour, president and CEO of Theodent, a New Orleans-based biotechnology company known for its cocoa-based toothpaste.

On Friday (Feb. 1), [Sadeghpour](#) will unveil Theodent Kids, a toothpaste that tastes like chocolate, is fluoride-free, and is even safe to swallow.

Customers can purchase [Theodent Kids online](#) for \$9.99 beginning on Friday (Feb. 1) and in select Whole Foods Markets beginning March 4.

"We gave the kids exactly what they asked for. There was an overwhelming demand for a chocolate-flavored Theodent, so we went back to the lab to develop Theodent Kids, specifically formulated for young mouths," says Sadeghpour.

The toothpaste has the same cavity-fighting properties as regular Theodent, which contains Rennou, a propriety extract from chocolate that strengthens tooth enamel, but it does not have the same minty taste as the regular product.

Theodent's luxury counterpart, Theodent 300, recently made headlines when it was selected for inclusion in celebrity swag bags at the [2012 International Emmy Awards](#)

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The launch of Theodent Kids also coincides with February's designation as the American Dental Association's National Children's Dental Health month. In keeping with the ADA's goal to educate children about dental hygiene, Theodent will sponsor an educational dental program for New Orleans school children on Friday (Feb. 1).

With the help of Dr. Glenn Glass, an Alabama-based orthodontist, and famed children's author Sheila Booth-Alberstadt, students will learn the importance of dental hygiene and receive free Theodent Kids toothpaste and other oral hygiene goodies.

The program begins at 10 a.m. at Theodent's corporate headquarters located at the [New Orleans Bioinnovation Center](#), 1441 Canal Street.