



This sugar alternative
is worth celebrating

Erythritol: ideal for food and beverage applications that promote sugar reduction.

Consumers may be wary of this non-sugar sweetener because of its chemical-sounding name but erythritol is actually a naturally derived, zero-calorie sweetener made from plant-based sugars. Cargill's Zerose® erythritol helps manufacturers offer reduced-sugar food choices with the sweet taste and pleasing mouthfeel that consumers expect. It's also proven to deliver oral health benefits and is easy to digest. This is why erythritol is appearing in everything from toothpastes and mouth rinses to gums and lollipops.

Erythritol: what the dentist ordered

Erythritol is often selected for products where dental health is key, such as toothpaste and sugar-free candy. A three-year clinical study by Cargill found that children who used erythritol products have less dental plaque, oral bacteria and tooth decay than those using two other common non-sugar sweeteners, xylitol and sorbitol.

The difference is even more dramatic when comparing the non-sugar alternatives with sucrose, or common table sugar. Why? Sucrose ferments in oral bacteria, leading to tooth decay, while erythritol does not ferment in oral bacteria.

Both erythritol-based toothpastes and candies are appearing in medical, pediatric and dental offices as doctors set them out as samples and refer patients to sugar-free sweets. In fact, Dr. John Bruinsma, DDS and founder of Dr. John's Candies, used Cargill's Zerose® erythritol to create the world's first line of natural, sugar-free lollipops, Healthy Sweets® nutritional lollipops.

"Parents bring kids to their dentist hoping to reduce or eliminate dental decay," said Dr. Bruinsma. "While parents could just say 'No more sugar, period,' that is awfully hard for kids to do. Erythritol-based options let kids enjoy sweet treats, without the sugar."

Dr. Bruinsma also has many patients, from children to adults, who complain of dry mouth. He finds erythritol can provide a solution. "Many people turn to sugar candies when they have dry mouth, yet that is like putting gasoline on fire, as both dry mouth and sugar are leading causes of tooth decay," said Bruinsma. "Instead, erythritol-based candies stimulate salivary flow and help reduce dry mouth symptoms, without promoting dental decay."

An option for cancer patients

Dr. Bruinsma and the MaxLove Project have joined together to provide erythritol-based Healthy Sweets® lollipops to children going through cancer treatment.

"We have found that Healthy Sweets® lollipops work within the dietary guidelines of most pediatric cancer patients," says Bruinsma. "Perhaps just as important, the sweets bring a smile to their faces. The kids we visit with are going through a very adult experience, but for a moment, they get to experience one of the simple pleasures of childhood, a lollipop."

When it comes to sugar alternatives, erythritol is a powerful option that proves performance trumps pronounceability. Whether you want to satisfy a sweet tooth, address tooth decay, reduce sugar consumption or calories, relieve dry mouth or just brighten someone's day, you can feel good about reaching for a product sweetened with erythritol.