

# 8 THINGS YOU SHOULD KNOW ABOUT SWITCHING TO ALUMINUM-FREE DEODORANT

by Jenny Veldkamp, Founder of WildRoot

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## ALUMINUM CAUSES TOXINS TO BUILD UP IN THE BODY

Aluminum works as an antiperspirant by clogging the sweat glands in your armpits. The concern with this is that the lack of sweat will cause toxins to build up in your body. Here's what you need to know:

1. Countless studies have been done on how your body filters toxins differently through your blood, urine, and sweat.
2. From those studies, we've learned that many toxins are better expelled from your body through sweat and not trapped in your glands.
3. Using natural deodorant allows your body to sweat naturally, keeping those toxins from building up. That also means that saunas really do help expel toxins from your body!

**2**

## ALUMINUM MAY INCREASE YOUR RISK OF BREAST CANCER

If you start Googling, you'll find countless blogs claiming that the link is irrefutable, and countless others claiming that there is no link at all. We went to some peer-reviewed scientific journals, and this is what we found:

1. A 2003 study of 437 women found a link between using aluminum-containing deodorant on shaved armpits and getting breast cancer at a younger age.
2. Most of the recent studies have been done concerning women who already have breast cancer. These short-term studies found no evidence that aluminum makes the cancer worse.
3. Not enough research has been done to know for sure whether aluminum-containing deodorant is directly linked to breast cancer. Many of the studies that sparked the natural deodorant movement were flawed.

**3**

## ALUMINUM-CONTAINING DEODORANT PROBABLY DOESN'T CAUSE ALZHEIMER'S DISEASE

We need a lot of metals, like iron and zinc, to survive. Aluminum, however, is not required for any processes in the human body. Scientists started wondering if there was a link between increased aluminum exposure and the increase in Alzheimer's disease. Here's what you need to know:

1. We couldn't find a single study linking aluminum-containing deodorant to Alzheimer's disease.
2. There is still concern that extreme exposure to aluminum, like in the case of professional welders, may be linked to Alzheimer's, but more research is needed.

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## YOUR BODY WILL GO THROUGH A "DETOX PERIOD"

As a reminder, aluminum-containing antiperspirants clog your sweat glands to keep you from sweating. Inside those pores, the build-up of aluminum can trap odor-causing bacteria. The detox period is what we call the period of time your body needs to rid the bacteria and toxins from your body.

When you switch to an aluminum-free deodorant for the first time, you'll start sweating again, and the excess bacteria may make it hard for your new deodorant to keep up.

While it varies from person to person, you can generally expect detox to start almost right away and last for anywhere from 1 day to 3 weeks. Most often, it takes 3-10 days to detox.

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## YOU MIGHT SWEAT A LOT AT FIRST

New aluminum-free deodorant users report everything from excessive sweating to slight body odor to sore lymph nodes. If you aren't expecting it, you may think that means the deodorant isn't working. It is!

Years of aluminum and bacteria build-up are finally finding their way out of your body. If you feel like you're starting to smell part-way through the day, bring along your stick of deodorant and some wet wipes so you can wipe away bacteria and reapply deodorant as often as you need to.

Once the detox period is over, your armpits should feel normal again, and you shouldn't experience any issues with body odor or other detox symptoms.

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## HEALTHY HABITS CAN MAKE THE SWITCH EASIER

Some of the best things you can do to reduce your detox period are:

1. Stay hydrated. Drinking plenty of water helps flush toxins from your body through both sweat and urine.
2. Sweat it out. The extra sweat you produce when you work out will help flush your sweat glands more quickly. Classes like hot yoga can be especially effective! If you have access to a sauna, that can be another great way to get your body sweating naturally! Be sure to drink plenty of water before and after you sweat it out.

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## YOU MAY BE SENSITIVE TO BAKING SODA

The WildRoot Performance Formula contains baking soda and is a great fit for people with particularly strong body odor. The baking soda in this formula adds an extra layer of bacteria-killing protection for those who think they stink!

We've found it's the right choice for about 50% of women, as we've found women who shave their armpits tend to be more sensitive to the baking soda.

If you've ever had irritation from a natural deodorant, we generally recommend the sensitive skin formula, which is baking soda free.

If you're new to natural deodorant, here are some questions to help you decide!

- Do you prefer to use sensitive skin moisturizers and other products on your face?
- Do you have any skin conditions like eczema that make your skin particularly prone to irritation?

If you answered YES to either of those questions, you might be sensitive to baking soda.

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## NATURAL DEODORANT WORKS

Even though it takes a little adjusting at first, we think you're going to be thrilled with your switch to natural deodorant.

It feels GOOD to do good things for your body, and natural deodorant is a pretty painless way to treat your body right!

No special diets, no killer workouts. You just do the exact same thing you already do every single morning: put on deodorant.

Spread your Wings with WildRoot Natural Deodorant!