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Is the New Clear Coffee *Actually* Any Safer for Your Teeth?

BY SARAH KINONEN | April 14, 2017



I can't start my day — let alone get through it — without a steaming cup (or two) of joe. Unfortunately, though, with every sip of java I take, I know that I'm unfortunately contributing to lifelong stains along my smile. Lucky for me (and every other coffee drinker of the world), there's a fix for that — and it comes in the form of clear coffee. Wait, what?

That's right: CLR CFF, a new company founded by two London-based brothers, is releasing a revolutionary brew made of — wait for it — a completely transparent hue. According to *The Evening Standard*, the founders decided to concoct a clear blend after, like many, they realized their daily caffeine kick was problematic for their smiles.

"We are heavy coffee drinkers," CLR CFF co-founder David Nagy told the newspaper. "Like many other people, we struggled with the teeth stains caused by it. There was nothing on the market that would suit our needs so we decided to create our own recipe. "The blend itself, free of preservatives, artificial flavors, stabilizers, and sugar, is made with "high-quality Arabica coffee beans" and only contains four calories per serving.

Curious as to how this crystal-clear caffeinated drink could affect my pearly whites, I reached out to celebrity cosmetic dentist **Bill Dorfman** for the scoop. First up on my list of Qs: Without its traditional muddy brown shade, can clear coffee still cause staining? "The big problem with coffee is the dark color," he tells *Allure*. "If you make it clear, then you just solved every dentist's biggest coffee challenge." Bingo.

But wait, we're not in the clear *just* yet. (See what I did there? Okay good, because it was clever, thank-you-very-much.) Because of coffee's high levels of acidity, there's a still the possibility that the transparent mix could negatively affect your smile. (Unfortunately, CLR CFF's full ingredient list isn't easily accessible to make a complete assessment.) "The acidic property

of coffee also has a negative effect on teeth, as it can contribute to alterations in the enamel that could lead to possible decay," explains Dorfman.

Suffice it to say, tread lightly when it comes to sipping (or guzzling) coffee — no matter its color. If you're dying to try the CLR CFF, you can shop it at clrcff.com for \$7.50 per 20 mL bottle.



<http://www.allure.com/story/clear-coffee-safe-for-teeth>