



## Toothpaste

### **Why is Dr. Bronner's All-One Toothpaste low foaming?**

Our toothpaste is low foaming because it does not contain any synthetic foaming detergents such as Sodium Lauryl Sulfate or Sodium Lauroyl Sarcosinate. Instead of these synthetic foaming detergents we use Potassium Cocoate (made from Organic Coconut Oil in a single-step process), which has excellent cleansing properties but does not foam as readily as synthetic foaming detergents do.

Foaming does not indicate that your teeth are being cleaned, and is not essential to an effective toothpaste, though many consumers have been conditioned to expect it. Having a low-foaming toothpaste means that we formulate an effective toothpaste that contains no synthetic foaming detergents.

### **Why does Dr. Bronner's All-One Toothpaste have glycerin, I've heard that glycerin can damage tooth enamel?**

There have been no significant scientific studies done on the effects of glycerin on tooth enamel (although one can find many unsupported claims to that effect on the internet). Even if it were true that glycerin has the potential to wear off tooth enamel, we believe that the alkalinity of our toothpaste would counteract any such effects.

### **Why is Dr. Bronner's All-One Toothpaste fluoride-free?**

Although there is evidence that fluoride helps prevent tooth decay, many researchers have also concluded that through water fluoridation, many Americans are receiving more fluoride than they really need.\* By providing an effective fluoride-free toothpaste option, we are giving consumers the ability to reduce their fluoride intake to a level they are comfortable with.

\* <http://www.cbsnews.com/news/us-says-too-much-fluoride-in-water/>

### **Which foods can interact with Dr. Bronner's All-One Toothpaste?**

Acidic foods and beverages can cause a harmless soapy taste if you brush your teeth right afterwards.

Turmeric is known to act as a litmus test and will turn different colors depending on the pH of what it encounters, including our alkaline toothpaste. This is also harmless.

### **Is the Toothpaste biodegradable?**



Our toothpaste is not considered biodegradable, although it does contain mostly biodegradable ingredients. Hydrated silica, which is used in our toothpaste, is a mineral and minerals are not considered biodegradable.

With its chemical composition, hydrated silica is closely related to the abundance of silicate forming the earth's crust, this close relationship is the reason why this material is listed as a nature-identical inorganic material that can be used in natural cosmetic formulations.

### **Do the menthol crystals interfere with homeopathic remedies?**

Menthol crystals are in our Toothpaste formulation at less than 0.1% and should not interfere with any homeopathic remedies. However, if you want to play it safe, it is good practice to wait 15 minutes after using the Toothpaste before consuming any homeopathic remedies.

### **I've heard that the black square on the crimping of the toothpaste tube indicates that the contents of the toothpaste are purely chemical, is this true?**

This is an unfortunate myth that has been widely perpetuated on the internet. The color markings on the crimping of toothpaste tubes (they can be red, green, blue, or black) have nothing to do with the contents of the toothpaste itself. Rather, these colored squares are an artifact of the manufacturing process known as "eye marks" or "color marks," which are printed marks that can be read by light beam sensors and typically identify where product packaging is to be cut or folded as connected units stream through machinery at high speed. The best way to ascertain the composition of a given brand of toothpaste is by reading the ingredients information printed on the toothpaste box and/or tube.

### **Is the Baking Soda in your Toothpaste aluminum-free?**

There is no aluminum in the baking soda we use or in our toothpaste.

### **What is the quality of the coconut oil and coconut flour that Dr. Bronner's uses?**

We use food-grade organic coconut oil and organic coconut flour.

### **What is the RDA (relative dentin abrasivity) of Dr. Bronner's All-One Toothpaste?**

RDA measures how abrasive the toothpaste is to the tooth enamel that protects the dentin beneath it. All dentifrices at or below 2.5 times the reference value, or 250 RDA, are considered safe and effective. Dr. Bronner's toothpaste measure at



119.92 +/- 3.67. Our toothpaste is well within the Federal and International limits and is considered safe for a lifetime of continued use.

<https://www.ada.org/en/member-center/oral-health-topics/toothpastes>

### **What is the pH of the toothpaste?**

Our toothpaste has a pH in the range of 8-9 on the pH scale.

### **Where is the glycerin from the toothpaste derived?**

The glycerin we are currently using in our toothpaste is derived from Organic Soy.

### **Why is there no Silver Seal on the Toothpaste?**

We have recently discontinued the use of the silver seal, as customers have shared that it can be excessively difficult to remove. Because the toothpaste is already packaged in a protective sealed box, the silver seal is wholly unnecessary and allows us to reduce waste.

### **Is Dr. Bronner's toothpaste safe for children under 3 years of age?**

Unlike most conventional toothpaste that has fluoride as one of its main ingredients, Dr. Bronner's toothpaste is not considered an over-the-counter drug based on FDA guidelines, so may be considered safe for children 3 and under to use. However, please note that the ADA recommends using a child-appropriate toothbrush and only a grain-size amount of toothpaste (the size of a rice grain) for children age 3 and under. We strongly advise that you consult with your dentist first before using any toothpaste on your child.

### **Is Dr. Bronner's All-One Toothpaste recyclable?**

Dr. Bronner's All-One Toothpaste is packaged in tubes made of high-density polyethylene (HDPE) plastic, 33% of which is bio-based, plastic made from sugarcane—a more sustainable alternative to virgin petroleum-based plastics.

The entire package, including tube, cap and box, is designed to be entirely\* recyclable. The tubes have been third party tested to meet Association of Plastic Recyclers' (APR) critical guidance requirements for recyclability.

The boxes used to package Dr. Bronner's All-One Toothpaste are made from 100% recycled paper, with a minimum of 35% post-consumer recycled (PCR\*\*) fiber. The remaining 65% of the fiber used in these boxes is post-industrial recycled (PIR\*\*\*) material.



\*Ability to recycle packaging depends on the varied recycling capabilities of different municipal localities and facilities.

\*\*Post-Consumer Recycled (PCR) means the material has already been through a consumer use cycle and to a municipal recycling facility, such as when paper or cardboard is put into a home recycling bin at home and then put out to the curb for recycling and trash pick up.

\*\*Post-Industrial Recycled (PIR) is considered “recycled” in industry terms, but it means that the material hasn’t necessarily already been used by a consumer. An example of post-industrial waste would be if a paper mill that produces both virgin paper and recycled paper has scrap fibers from their manufacturing process that they then capture and re-work into recycled paper rather than send out as industrial waste themselves.

### **Why is Dr. Bronner’s All-One Toothpaste not 100% organic?**

Every ingredient in our toothpaste that can be sourced organically is done so, resulting in a toothpaste that is 70% organic. Several ingredients in our toothpaste, such as Calcium Carbonate, Hydrated Silica and Baking Soda, are naturally-occurring minerals—they cannot be classified as organic because they are not derived from plants. Although we have tried some formulations that replace these minerals with plant-based ingredients and can display the USDA organic seal, we believe that these formulations sacrifice too much on both effectiveness and mouthfeel. Minerals like Calcium Carbonate and Baking Soda provide our toothpaste with essential abrasive qualities and cleansing ability, and a toothpaste made without them would not clean as well.

### **What does the Spearmint Toothpaste taste like?**

Dr. Bronner’s All-One Spearmint Toothpaste, made with organic spearmint oil and organic menthol crystals, leaves your mouth with a long-lasting mellow-minty-fresh-clean feeling.

### **What does the Peppermint Toothpaste taste like?**

Dr. Bronner’s All-One Peppermint Toothpaste, with a bold peppermint flavor from organic peppermint oil and organic menthol crystals, stimulates mouth and gums with a cool, crisp sensation.

### **What does the Cinnamon Toothpaste taste like?**

Dr. Bronner’s All-One Cinnamon Toothpaste creates a warm, spicy feeling from the organic cinnamon oil, combined with a freshness from the organic menthol crystals.



DR. BRONNER'S  
**ALL-ONE!**

In all we do, let us be generous, fair & loving to Spaceship Earth  
and all its inhabitants. For we're All-One or None! All-One!

FAQs

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### **What does the Anise Toothpaste taste like?**

Dr. Bronner's All-One Anise Toothpaste has slightly sweet, slightly herbal flavor from the organic anise oil, combined with a freshness from the organic menthol crystals.

### **Are Dr. Bronner's Toothpastes ADA Certified?**

Dr. Bronner's does not have the ADA seal in our organic toothpaste as ADA only applies to over the counter toothpaste. Organic toothpaste is considered a low risk product as it does not contain an active ingredient.

### **Where is Dr. Bronner's Spearmint Oil Sourced?**

The spearmint oil in the Dr. Bronner's All-One Toothpaste is sourced from India. We hope to source Pavritamenthe's organic and fair trade spearmint in the future, pending availability of supply.