

### the toothpaste tab. dental care, the new normal.



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### Toothpaste has unnecessary and potentially harmful ingredients

We grew up with the idea that foamers in toothpaste guarantee clean teeth. Aggressive foamers such as SLS\* can irritate the mucous membranes and cause a canker core. In addition, the foam reduces the remineralizing effect of fluoride.

Unnecessary:

Toothpaste contains up to 50% water.

Clean water is used for the production of toothpaste eroding clean water resources.

Harmful:

Preservatives, consistency enhancers, germ inhibitors or microplastics.

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## problem

\* sodium lauryl sulfate

### The environmental impact of toothpaste

Since the uprising of protests in the name of climate change, people's views of toothpaste have changed as well. Why is toothpaste targeted, and how bad is it for the environment?

Unnecessary microplastics:

Microplastics in toothpaste are dangerous for the environment and our health. Some toxins in plastics are linked to cancers, congenital disabilities, immune system problems, and childhood developmental issues.

The volume of plastic waste being thrown away due to toothpaste tubes: 500 million non-recyclable tubes of plastic are produced only in Germany every year just for toothpaste. Enough plastic waste to circle the globe twice is the annual result of cleaning our teeth with toothpaste from tubes that we can't recycle.

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## problem

critical thinking

### **Benefits**:

- -12 harmless ingredients
- -Natural-cosmetics certified (COSMOS)
- -Principle of polishing with cellulose
- -Vegan
- -Travel and climate-friendly

#### Contains: 0% water 0% preservatives 0% consistency enhancers 0% germ inhibitors 0% microplastics 0% aggressive foamers



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### solution: the toothpaste tab

problem solving

#### Benefits:

- -80% less packaging than toothpaste
- -Replaces 2 tubes
- -Industrial compostable packaging
- -No unnecessary leftovers
- -Climate-neutral
- -Low weight (42g)

#### Contains:

45% paper, 55% inner bio-film Bio-film is composed of a polymer layer consisting of 63% polylactide (PLA based on corn starch) and 37% PBAT polymer. Rest of the packaging is made up of adhesive (5%) and a ceramic water vapor barrier (<1%)



# revolutionary packaging

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#### problem solving