

dimples
Re-mineralising Hydroxyapatite Toothpaste

**FLUORIDE FREE
DENTIST DESIGNED**

**ENGLISH MINT
75ML**

dimples

We have created a naturally remineralising toothpaste, using safe and science-backed ingredients, leaving your teeth feeling sparkly clean!

Our main ingredient, Hydroxyapatite, is the mineral from which your tooth enamel is formed. By using our toothpaste, you are restoring your tooth's natural mineral balance. Hydroxyapatite is a revolutionary and non-toxic alternative to fluoride, meaning you can now choose a toothpaste which is both natural and effective.

DIRECTIONS

Apply a pea-sized amount of toothpaste to your toothbrush and brush for 2 minutes - once in the morning, and once before bed.

INGREDIENTS

Aqua, Stevioside, Xylitol, Glycerin, Hydroxyapatite Powder, Sorbosil, Calcium Carbonate, Hydrated Silica, Cellulose Gum, Peppermint Oil, Peppermint Oil English, Menthol, Rheance One.

**VEGAN • CRUELTY FREE
FLUORIDE FREE • SLS FREE
FREE FROM ARTIFICIAL
FLAVOURS • PARABEN FREE
PLASTIC FREE PACKAGING**

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**DR PIPPA NICHOLLS BDS
DIMPLES FOUNDER & CEO**

“ Being brought up in a health-conscious household, with a naturopathic nutritionist as a mother, I have always been interested in holistic health and wellness.

Whilst practising dentistry, I noticed there was very little option for patients that did not want to use fluoride toothpaste. A lot of the non-fluoride alternatives do not contain any remineralising ingredients, meaning they are not actively helping to prevent tooth decay.

That's when I decided to develop my own range - Dimples. Based on science, and influenced by my own interest in health, I believe Dimples provides the best alternative options on the market.

My goal was to create a brand that had a positive effect on your teeth, your health and the planet.

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