

Press release



Toothpaste tablet beats toothpaste

Berlin, February 12, 2021. DENTTABS takes second place in the major toothpaste test by *Consumentenbond*, the Dutch consumer safety group. The toothpaste tablets perform 89% better than the 18 best-selling toothpastes and are tops in the "abrasive effect" and "packaging" categories.

"It is remarkable that DENTTABS stands up to the pastes," *Consumentenbond* also marvels at their own results. In addition to its enamel-friendly abrasive effect, DENTTABS scores highly for its packaging: "The DENTTABS tablets score best in this respect," says *Consumentenbond*. Further bonus points: Critical ingredients such as sodium lauryl sulfate, limonene or microplastics are not present in DENTTABS - unlike many toothpastes available in any drugstore.

Fluoride as an anti-caries agent: It's all about the right amount

For the test, 2400 tubes of fluoride-containing toothpastes were purchased and tested. Fluoride plays an important role in caries prophylaxis. To be sufficiently effective against caries, a quantity of fluoride between 1000 and 1500 ppm (parts per million) is recommended. This is where DENTTABS toothpaste tablets score full marks: The combination of 1450 ppm fluoride and the polishing effect of cellulose provide excellent protection for tooth enamel. "We are pleased to compete against big names such as Sensodyne, Colgate and Aquafresh," says Axel Kaiser, founder of DENTTABS. "DENTTABS is thus proven to be beneficial not only for the environment, but also for our health."

A total of nine European partners participated in the test. The results can be read in the February issue of *Consumentengid*, the print magazine of *Consumentenbond*. Click here for the online version (in Dutch only): <https://www.consumentenbond.nl/mondverzorging/test-tandpasta> *Consumentenbond* is the largest Dutch consumer organization that investigates and compares goods and services from different suppliers.

About DENTTABS

DENTTABS GmbH, based in Berlin, manufactures the original toothpaste tablets, which are made from 100% natural ingredients. DENTTABS are organic and free of preservatives, consistency enhancers and other potentially questionable ingredients. DENTTABS are vegan and certified as natural cosmetics with the BDIH-COSMOS seal. DENTTABS was awarded the German Sustainability Award Design 2021 for its environmentally friendly product. www.DENTTABS.de

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