



WAKEN

## WAKEN RAISE THE TASTE OF ORAL CARE WITH NEW SUSTAINABLE TOOTHPASTES

Waken Mouthcare are expanding their portfolio of sustainable and deliciously flavoured products with the launch of five new fluoride toothpastes. Formulated to be superbly effective, Waken's new toothpastes contain sodium fluoride (1450 ppm F) to help prevent cavities. Each toothpaste also helps to limit plaque formation and protects against tartar.

To create a toothpaste that is kinder to the planet, Waken's formulas do not contain any titanium dioxide\* or SLS. These are both ingredients widely used in the dental industry to artificially enhance the white colouring of a toothpaste or increase the way it foams.

Using 100% natural flavours, Waken toothpastes use natural mint extracts (rather than artificial mint flavours) to create delicious flavours that provide long-lasting minty freshness. These vegan approved toothpastes are packed in beautiful aluminium tubes that are 100% recyclable and made from 100% reused aluminium. Each tube comes in a stunning FSC certified cardboard carton.

*"Patients are increasingly conscious of their environmental footprint and as a dentist I really want to be able to recommend an effective toothpaste that isn't packaged in single-use plastic. I teamed up with Waken because I finally found some brilliant toothpastes that I could recommend to my patients that help to prevent cavities and are sustainable too."*

- Dr. Ruth Baidoo, Private dentist and Waken brand ambassador

Our user trials:

100%

AGREE THAT\*\*

- ✓ our toothpaste provides long lasting freshness
- ✓ our toothpaste cleans thoroughly
- ✓ our toothpaste limits the formation of plaque
- ✓ our toothpaste protects against tartar
- ✓ our toothpaste feels mild and gentle

\*\*Based on a two week trial under the supervision of a dentist, of 30 Adults testing Waken's Peppermint Toothpaste, March 2021.

**Each toothpaste is £4.00 and available to buy from Boots and wakenare.com from 1st July 2021:**

**Peppermint Toothpaste, 75ml:** Blended with natural peppermint extract for a fresh and cool experience.

**Spearmint Toothpaste, 75ml:** Blended with natural spearmint extract for a fresh and mild experience.

**Strawberry & Mint Toothpaste, 75ml:** Blended with natural strawberry and mint extracts for a fresh and fruity experience.

**wakenare.com exclusives:**

**Lemon & Mint Toothpaste, 75ml:** Blended with natural lemon and mint extracts for a fresh and zesty experience.

**Apple & Mint Toothpaste, 75ml:** Blended with natural apple and mint extracts for a fresh and crisp experience.

\* Titanium dioxide is a white powder usually extracted from mining. It is used as a white pigment in a variety of personal care products like SPF sun creams and toothpastes. As there is no functional need for

titanium dioxide in a toothpaste, Waken chose not to include it in their formulas. Instead, Waken's toothpaste gels are naturally coloured and slightly translucent.