

MÖDERE® FACT SHEETS

TOOTHPASTE

PRODUCT DESCRIPTION:

Modere Toothpaste is the perfect solution for your tooth brushing needs. Made with water-soluble abrasives and natural peppermint oil for effective cleaning and fresh breath, Modere Toothpaste has no controversial ingredients and uses naturally derived sweeteners in place of aspartame or synthetics. Our non-toxic formula is safe enough for the whole family to use, and its delicious natural peppermint flavor is cool and refreshing.

PRODUCT BENEFITS:

- First ever EWG VERIFIED™ toothpaste in the world and part of the fully-verified Modere Oral Care line
- All products bearing the EWG VERIFIED mark meet rigorous criteria, including compliance with strict ingredient standards, manufacturing transparency and robust labeling
- Tastes fabulous and uses naturally derived sweeteners and no sugar
- Fluoride free
- Water-soluble abrasives clean without damaging tooth enamel
- Supports healthy teeth and gums
- Our non-toxic formula means it is safe for the whole family
- Natural peppermint oil freshens breath

POSITIONING STATEMENT:

Everyone loves the feeling of clean teeth and fresh breath, so when we set out to craft the perfect toothpaste we knew that we needed to find a way to do this without using any harsh ingredients or unnecessary sweeteners. We started off with hydrated silica, a fine, gel abrasive that helps to gently clean tooth enamel surfaces. We then added sodium chlorite to help keep mouth odors at bay, while the peppermint oil leaves your mouth feeling fresh and clean. Finally, we used sorbitol, a naturally derived sweetener found in some fruits, and xylitol, a sweetener that has been shown to have positive effects on teeth – the end result is a perfect minty and sweet flavor that the whole family will love.

DIRECTIONS/USAGE:

Apply a small amount of toothpaste on a wet toothbrush. Starting at the gums, brush over each tooth. Rinse well. After use, follow up with Modere Mouth Rinse to complete your dental hygiene regimen.

PERSONAL CARE | REFRESH



KEY INGREDIENTS:

- Sorbitol
- Mentha Piperita (Peppermint) Oil
- Sodium Chlorite (Stabilized Chlorine Dioxide)
- Hydrated Silica
- Xylitol

INGREDIENT LIST:

Sorbitol, water, hydrated silica, xylitol, sodium coco-sulfate, mentha piperita (peppermint) oil, calcium glycerophosphate, cellulose gum, arginine, rebudioside A, sodium chlorite, chlorophyllin-copper complex.

