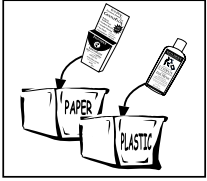


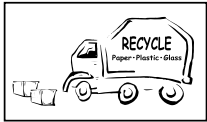
ECO-DENT SUPPORTS SMART RECYCLING AND ENVIRONMENTALLY SENSIBLE DISPOSAL

Community Recycling (CURBSIDE or DROP-OFF)

Example: Curbside recycling of GentleFloss® floss box and ExtraBrite® bottle.



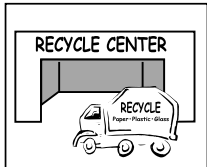
A conscientious consumer sorts the GentleFloss 100yd chipboard box (a paper product) and ExtraBrite 2oz PET bottle into the appropriate curbside recycling bins in his/her home.



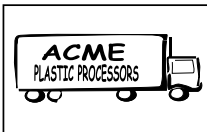
On collection day, bins placed curbside are picked up by a large-capacity recycling truck, along with tens of thousands of pounds of

other recycled materials from homes and businesses on the same local route.

Using a large recycling truck to collect recyclable materials from a neighborhood means less local pollution, less traffic, fewer accidents, and more convenience (leading to greater consumer participation!) than if individual households must drive to local recycling centers to do drop-off recycling.



The recycling truck efficiently moves recyclable materials to a regional recycling center for sorting. Such centers are not heated or air-conditioned.



Large-capacity trucks transport the substantial tonnage of sorted local recyclable materials to processors, to be transformed into new items.

Recycled products frequently have less commercial value than virgin-material products, so it's important to keep collection costs as low as possible.

There's strength in numbers! Community-Based Recycling works!

If you and enough of your neighbors demand curbside recycling for polypropylene in your city, you may get it –

Many cities already offer curbside recycling of PP!

If you and your neighbors succeed, then "Lone Ranger" recycling – as well as landfill disposal of toothbrushes, toothbrush heads, yogurt cups and all other PP waste – could be a thing of the past!



ECO-DENT®

PREMIUM NATURAL ORAL CARE PRODUCTS

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Serving your health and your world

"Lone-Ranger" Recycling

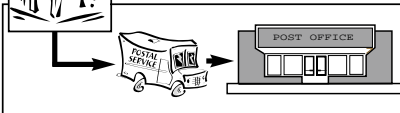
Example: A toothbrush company offers mail-in recycling. (Almost all toothbrushes are polypropylene, so they're not yet community-recyclable.)

A conscientious consumer puts a used .56oz toothbrush in a "free" .21oz plastic business-reply envelope. Postage + business-reply fee for the "free" postage cost the manufacturer 97¢ per .77oz – that's more than \$20.00 per lb, **more than \$40,300* per ton in pre-recycling collection costs!** (Enough for the manufacturer to fund many local environmental groups lobbying for curbside polypropylene recycling!)

Here's what that \$40,300 per ton does to your environment:



Our conscientious consumer deposits his/her toothbrush and envelope in the local mail box.

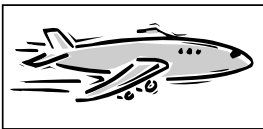


A small diesel mail truck picks up the envelope, bringing it to a **heated, lighted, air-conditioned** local post office **building**, where it's sorted for airmail.



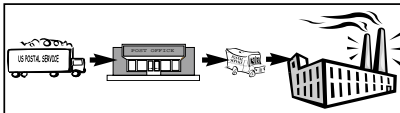
Then a large tractor-trailer diesel truck takes the toothbrush to another heated, lighted, air-conditioned postal building at the airport.

Both big and small postal trucks cause air pollution, water pollution (from dripping fuel and lubricants and from particulate exhaust that settles to earth, to be washed into our sewers and waterways with the next rain), **noise pollution, more traffic** (which causes every vehicle on the road to pollute more!), and **accidents – and they consume lots of nonrenewable resources.**



At the airport, the toothbrush is placed onboard a **kerosene-burning, massively**

polluting vehicle that flies the toothbrush to its destination, where it's transferred and transported, in reverse order until it finally reaches its destination.

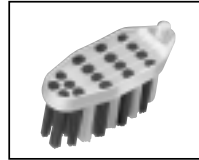


Here the toothbrush and its envelope are combined with **local** polypropylene, probably also with other classes of recyclable plastics, to make low-value, mixed plastic items – such as street berms or industrial bumpers – that could have been produced **without** adding the \$40,300-per-ton "imported" toothbrushes and **without** all the unnecessary waste, pollution and consumer cost of transporting these toothbrushes created!

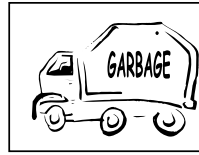
* If about 20 consumers a week, 52 weeks a year, mail back their toothbrushes, and if the manufacturer has paid in advance an annual service fee of \$625 (vs a \$150 advance fee for basic business reply service), then pre-collection costs could drop to \$19,532 per ton, plus a pro rata share of the \$625 annual fee.

Environmentally Sensible Disposal

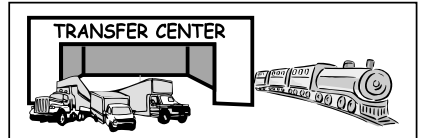
Sometimes recycling isn't always best for the environment. This is especially true when collection and transportation creates more pollution and consumes more precious non-renewable resources than recycling that item would save!



Example: A conscientious consumer changes the Replaceable Head on his/her TerrAden™ (or Monte Bianco®) Toothbrush and tosses the old head into the trash.



The .04oz TerrAdenT head is picked up, along with all neighborhood non-recyclables, by a large-capacity garbage truck...



and transported to a regional transfer center for transfer to very large tractor-trailer trucks, railroad freight cars or barges...



for delivery to its final destination, where it's buried, taking up virtually no space. (At only .24in³, you'd have to discard between

14 and 42 Replacement Heads to equal the plastic waste of just one standard-head toothbrush!)

Small Savings Add Up!

Let's assume we follow our dentists' advise and change our toothbrushes 4 times a year.

- For a TerrAdenT family of four, that's 16 Heads per year – **.64oz of plastic per family per year in total!**

- At **\$.56oz per toothbrush**, the "recyclable"™ alternative totals approximately **8.96oz of plastic per family per year.**

Now let's think a little bigger: If just 1% of us brushed with TerrAdenT instead of even the "recyclable" alternative, together we would **save over 187.5 TONS of plastic a year** – that's not only 187.5 tons of raw materials saved, but also almost* 187.5 tons of plastic waste kept out of our landfills permanently!

(* Some of you may actually mail back your used, bacteria-laden toothbrushes, but most of us won't!)

There's more to save than just plastic: 16 TerrAdenT Replacement Heads cost about \$21. 16 "recyclables" cost about \$63.

TERRADENT

