

Healthy Living

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Okay, here's the weird thing. You know, those polypropylene handles and nylon bristles that make up the last toothbrush you picked up from the drug store? They cannot be recycled at the curb. You might think they can be and mistakenly most of us toss them in recycling since we think *oh well, they are some type of plastic so certainly they are being reused*. Well, no, they are not. In fact, no municipality in the United States has yet to figure out how to recycle them, curbside, at least, meaning that's a lot of toothbrushes getting stuck in landfills.

So if you want to do the right thing, when you're ready to replace your used toothbrush, here's a comparison you will want to know about.

Terradent Toothbrushes offer the very highest percentage of dentist-preferred, properly rounded bristles, the very lowest levels of harmful bacteria, and the best ecological materials and packaging, as rated by ÖKO-TEST, Europe's leading independent consumer products/environmental products testing organization.

Terradent is the only brand that really packs a healthy smile with a healthy planet. In an independent, unsponsored product review, ÖKO-TEST experts evaluated a panel of 16 leading adult toothbrushes, including Oral-B®, Colgate®, Fuchs®, Dr. Best®, and other international brands for bristle quality, bristle attachment method/bacterial load, handle design, toxicity and recyclability of toothbrush and packaging materials, and other criteria. Only the Terradent Adult31 received ÖKOTEST's coveted "Recommended" evaluation; all other brands ranged from "Qualified Recommendation" to "Not Recommended."

The Adult toothbrush evaluation was published in the June, 1999 edition of ÖKO-TEST Magazine.

ÖKO-TEST conducted a similar test on Child toothbrushes—with 24 international brands/models tested—which was published in June, 1998.

Again, only the Terradent Children FunBrush™ Toothbrush was awarded ÖKO-TEST's highest "Recommended" rating.



A SMILE THAT HAS IT ALL

It's a unique thought, but

the heads on Terradent toothbrushes are replaceable so you never throw out your stick. This saves the planet some waste. It's really simple stuff. We like it, and apparently so do the folks at ÖKO-TEST.

Resources

Eco-Dent premium natural oral-care products are available at most major natural products stores and online retailers. Visit www.eco-dent.com for more information

When You're Ready to Replace Your Toothbrush

Improve your oral hygiene and your smile. Save money. Conserve non-renewable natural resources. Reduce landfills. Sometimes a smile can have it all.



Brand / Model ¹	Cost to Replace	Plastic Waste When Discarded	TERRADENT GENERATES	Is your Used Toothbrush Recyclable?	How Ecological is the Packaging Material? Recycled?	Recyclable?
Adult Toothbrushes						
TERRADENT® ADULT31	\$1.92²	0.04 (4/100) oz³	—	NO⁴	YES	YES
Recycline® / Preserve	\$3.95	0.56 oz ²	14x less waste	NO/YES ⁴	YES	NO/YES ⁴
Fuchs® / Ekotec	\$1.44	0.08 oz	2x² less waste	NO	???	NO
Fuchs / Medoral Duo Plus	\$3.75	0.46 oz	12x less waste	NO	???	NO
Fuchs / Record V Nat. Bristle	\$2.75	0.46 oz	12x less waste	NO	???	NO
Radius® / Original	\$9.98	1.69 oz	42x less waste	NO	???	NO
OralB® / CrossAction	\$6.99	0.80 oz	20x less waste	NO	???	NO
J&J® / Reach interdental	\$3.99	0.45 oz	11x less waste	NO	???	NO
Colgate® / Navigator	\$3.99	0.47 oz	12x less waste	NO	???	NO
Aquafresh® / FlexTip	\$3.89	0.72 oz	18x less waste	NO	???	NO
OralB® / Advantage	\$3.49	0.67 oz	17x less waste	NO	???	NO
Mentadent® / Oral Core Brush	\$3.45	0.66 oz	17x less waste	NO	???	NO
Sonicare® Replacement Head	\$14.99	1.52 oz	38x less waste	NO	???	NO

¹ Brand and model names are registered trademarks owned by the respective companies.
² Cost to Replace assumes all Terradent® and Ekotec replacement heads will be used. To preserve hygiene and value over time, Terradent® Roll 3 Pak has 3 individually blistered replacement heads. Ekotec has 4 replacement heads bulk packed in one unrecyclable blister; therefore, Ekotec's actual replacement cost and waste could be higher.
³ According to California Regulations, an item is "RECYCLABLE" only if it is made of materials that can be recycled curbside. Neither polypropylene handles nor nylon bristles meet this criteria.
⁴ Recyclable refers to recycling utilizing a plastic envelope.
 * As rated by ÖKO-TEST, Europe's leading consumer products/environmental products testing organization. In an independent, unsponsored product review, ÖKO-TEST experts evaluated a panel of 16 leading adult toothbrushes, including OralB®, Colgate®, Fuchs®, Dr. Best®, and other international brands for bristle quality, bristle attachment method/bacterial load, handle design, toxicity and recyclability of toothbrush and packaging materials, and other criteria. Only the Terradent® Adult31 received ÖKO-TEST's coveted "RECOMMENDED" evaluation; all other brands ranged from "Qualified Recommendation" to "Not Recommended." The Adult toothbrush evaluation was published in the June, 1999 edition of ÖKO-TEST Magazine. ÖKO-TEST conducted a similar test on Child toothbrushes—with 24 international brands/models tested—which was published in June, 1998. Again, only the Terradent Children FunBrush™ Toothbrush was awarded ÖKO-TEST's highest "RECOMMENDED" rating. Please contact Eco-Dent for translations of these articles.

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