



TOOTHPASTE TABLETS

*#nomoretubes*



# THE MISSION



## **We love our planet**

At Prism we are answering the call by countless professionals and environmentalists to make the move from traditional toothpaste tubes to an eco-friendly, bite size alternative in the form of toothpaste tablets

## **No more tubes**

Every year in the UK alone, 300million toothpaste tubes end up in landfill. If you spread that end to end it would amount to 75,000km of plastic. That would stretch twice around the world! The mixture of plastic and metal film that lines these tubes makes it almost impossible to recycle them. Most end up in landfill and on average it takes 500 years for these types of tubes to fully biodegrade naturally. Our #nomoretubes approach is the step we're taking to stop these materials piling up in holes in the ground,, getting into our oceans, killing marine life and making their way into our food chain and water supply. It is estimated that **8 Billion** Plastic tubes are produced a year, nearly all of these end up in landfill or the oceans.

## **Kind ingredients**

Our formulations are SLS free, has natural flavours and is made to keep your teeth clean and healthy too. One of our founders, a dentist of 30 years, advises that the fluoride we have included in our formulation is essential for enamel health which is essential to having great healthy teeth. Our formulations are all cruelty free, palm oil free and suitable for Vegans



## Dr Jalil Yousif, BDS

**Dr Jalil has been a Dentist for over 30 years.**

**After graduating at the College of Dentistry, University of Baghdad in 1984, he made the life changing move of moving to the UK. Here, he took an additional Bachelor of Dental Surgery qualification at the University of Sheffield, graduating in 1998. So with two degrees under his belt, he began working at a Practice in Central London as a Dentist. Within 5 years, he had opened his own practice as the Principal Dentist, seeing patients full time whilst simultaneously managing 5 surgeries within the Practice. This was followed by additional experience at another Practice in London, during this time he gained an advanced certificate in Dental Implants.**

**With 30 years in the field of Oral health he has been pivotal in working with suppliers to advise on formulations, benefits of key ingredients and what to avoid in the development of our products.**

## Paul Darmoo

**Paul Darmoo - Paul has a business background in many retail supporting industries, he has been in the Lighting industry for over 20 years, spending a short time as a Director of the Lighting Association around 2008. His involvement in helping to bring LED lighting into the industry, which quickly became a way of reducing energy. Today most of the lighting in the UK and the world is produced by LED's. He fought against the increased use of Fluorescent tubes, citing the potential damage to the Environment caused by their disposal. *"I believe that if we focus on the simple things that everyone does day to day and make them work in a way that helps our planet, we can make a big difference"***

## PRODUCT

### **Toothpaste Tablet With FLUORIDE PEPPERMINT**

Also available in Fluoride Free  
if requested by using linalool  
instead of Sodium  
Monofluorophosphate



## INGREDIENTS

Sorbitol, calcium carbonate, kaolin, sodium bicarbonate, hydrated silica, sodium lauroyl sarcosinate, yeast, sodium monofluorophosphate, acacia senegal gum extract, magnesium stearate, mentha arvensis leaf oil, menthol, stevioside, mentha piperita oil

### **Whitening and Remineralising with FLUORIDE**

Also available in Fluoride Free  
if requested by using linalool  
instead of Sodium  
Monofluorophosphate



Sorbitol, calcium carbonate, hydrated silica, hydroxyapatite, sodium lauroyl sarcosinate, yeast, acacia senegal gum extract, sodium monofluorophosphate, magnesium stearate, mentha viridis leaf oil, mentha arvensis leaf oil, menthol, stevioside, mentha piperita oil

## PRODUCT

### Refill Pouch

Paper / Aluminium pouch is a single use fully recyclable refill pouch for the Prism Tin containing 100 Tabs



### Prism Bamboo Toothbrush

Available in Medium and Soft bristle, the Toothbrush is 100% recyclable and eco-friendly. The toothbrush is rated for 3 months. As recommended by dentists for changing your toothbrush.





## RRP EX VAT

Peppermint 60 Tabs

**£5.40**

Remin Whitening 60 Tabs

**£7.00**

Refill Peppermint 100 tabs

**£6.50**

Refill Whitening 100 tabs

**£8.30**

Bamboo Toothbrush

**£1.65**

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