



Natural Toothpaste Cheat sheet

May 2024

Introduction

Have you ever wondered why dentists always emphasise good dental hygiene? It's not just about achieving a picture perfect smile. Our mouths are surprisingly absorbent, meaning the things we put in them, including toothpaste, can be ingested. This raises an important question: What ingredients lurk in our everyday toothpaste?

While many toothpaste ingredients are harmless, it's crucial to be aware of the potential health risks associated with some. Certain chemicals could trigger allergies, contain heavy metals, or even pose long term health risks. Given the absorbency of our mouths, even a small amount of these ingredients can be absorbed, making it vital to understand what we're using.

Alternative options like natural toothpaste offer a gentler, potentially healthier solution for those seeking a more natural approach to dental hygiene. In the next section, we'll delve deeper into the world of natural toothpaste, providing reviews and a cheat sheet to help you navigate this exciting path to achieving optimal oral health.

Introduction

The Importance of Dental Hygiene

Taking care of your dental hygiene is about having a healthy smile and maintaining good overall health. Regular brushing and flossing are pivotal in removing plaque and food particles, preventing bacterial growth and reducing the risk of oral health problems.

Research suggests a link between dental hygiene and broader health concerns, such as cardiovascular health and diabetes management. This highlights the importance of regular check ups with your dentist and maintaining good oral hygiene habits at home. Doing so can reduce your risk of developing severe health problems.

What Is Natural Toothpaste

Over the past few decades, there has been a surge in the popularity of natural toothpaste, backed by research studies for its anti-inflammatory and antimicrobial properties. Natural toothpaste presents a refreshing departure from traditional options, boasting a formula free from synthetic chemicals and artificial additives. It offers a gentle yet effective approach to oral care, ideal for those pursuing a healthier and eco-conscious lifestyle. Made with natural ingredients like plant extracts, essential oils, and minerals, it harnesses the power of nature to promote oral health. Most of the components found in these "natural" toothpastes are derived from plants that have served as medicinal remedies for millennia across various cultures worldwide. This alternative appeals to individuals mindful of what they put into their bodies and the environment, providing a greener, cleaner option for maintaining a radiant smile.

Introduction

Regulation of Toothpaste in Australia

Toothpaste and tooth gels in Australia are classified as "cosmetics" and are not regulated by the Therapeutic Goods Administration (TGA), but fall under the regulations of the Australian Industrial Chemical Introduction Scheme (AICIS). This means the TGA doesn't directly set labelling requirements for most cosmetics. However, there's an important exception for toothpaste and gels for sensitive teeth. Because these products aim to treat dental sensitivity, they are considered therapeutic goods and fall under stricter TGA regulations. The same goes for toothpaste products that make health claims. For instance, if a toothpaste claims to cure gingivitis, it's considered a therapeutic product because it's saying it can treat a health issue.

Labelling Requirements

The Australian Competition and Consumer Commission (ACCC) oversees general labelling requirements for cosmetics, including toothpaste. By law, toothpaste labels must list all ingredients in descending order of concentration. In other words, the ingredients at the top of the list are the ones found in the highest concentrations, and it goes down from there. This helps consumers make informed choices and avoid potential allergens.

It's important to note that Australia or the EU, unlike other countries, doesn't require toothpaste labels to display the parts per million (ppm) of fluoride.

Introduction

Health Claims

When you pick up a tube of toothpaste, you might see claims like "prevents cavities" or "strengthens and whitens gums." In Australia, these health claims can only be made with scientific backing. This means the manufacturer needs to conduct research and provide data showing that their toothpaste works the way it says it does.

Advertising Regulations

Keeping your smile healthy goes hand in hand with having access to accurate information about your toothpaste. Strict regulations ensure toothpaste advertising is truthful and doesn't mislead you. Ads can't make exaggerated claims about whitening power or disease prevention without scientific proof. Furthermore, all claims must comply with the Australian Consumer Law and the TGA's guidelines. These regulations ensure you get clear and reliable information to choose the right toothpaste for your oral health needs.



Why Use Natural Toothpaste?

Brushing your teeth is essential for maintaining good oral health, but your toothpaste of choice can also play a significant role. While some may believe that natural toothpaste compromises cleaning power, this isn't necessarily true. Many offer just as effective cleaning without the potential downsides of toxins or impurities found in some conventional toothpaste.

Brushing with a toothbrush is a good start, as it physically removes leftover food particles. However, using toothpaste with specific ingredients is necessary to effectively combat bacteria that lead to gum disease and bad breath. Natural toothpaste, when formulated with these ingredients, is indeed effective. There are numerous natural toothpastes that excel in cleaning your teeth, preventing gum disease, and freshening your breath.

Benefits of Natural Toothpaste

Many natural toothpastes contain essential oils and plant extracts known for their antibacterial properties. These ingredients can help fight the bacteria contributing to plaque buildup or bad breath. This two pronged attack not only freshens your breath but also promotes oral health.

If you've been grappling with discomfort from conventional toothpaste, natural options might be a breath of fresh air. Since they often lack synthetic ingredients that can trigger allergic reactions or sensitivity, natural toothpaste can provide a soothing experience for your mouth. This can be especially beneficial for those with sensitive gums or a history of reactions to certain chemicals, offering a much needed respite.

Why Use Natural Toothpaste?

Don't be deceived by natural toothpaste's gentle nature—some formulations can effectively clean your teeth without relying on harsh abrasives that can damage enamel over time. Harsh abrasives may be effective at removing surface stains but can wear down tooth enamel, leaving your teeth more vulnerable to decay. With natural toothpaste, you can achieve a clean feeling without this potential drawback, ensuring your enamel stays strong and protected.

Natural options also offer peace of mind for individuals concerned about the potential health risks of some of the chemicals found in conventional toothpaste. By using natural ingredients, you can feel confident that you're taking care of your dental hygiene without introducing unwanted chemicals into your body. This can be a significant advantage for those who prefer a more holistic approach to health and wellness.

Environmental and Health Considerations

Beyond oral health benefits, natural toothpaste stands out for its environmental and health considerations. Unlike conventional toothpaste, natural options typically avoid using synthetic chemicals that can be harmful and toxic. Instead, they use plant based or mineral alternatives, potentially reducing exposure to toxic chemicals.

One of the major environmental concerns associated with conventional toothpaste is the use of microplastics and microbeads. These tiny plastic particles, used for exfoliation, can enter waterways and cause significant harm to aquatic ecosystems. In contrast, natural toothpaste uses gentle abrasives derived from sources like baking soda or silica. This helps eliminate the environmental concern and provides a safe and eco-friendly alternative. This also allows consumers to use products that align with their ecological values.

What You'll Find in Toothpaste?

Toothpaste can contain natural and synthetic ingredients that help maintain clean and healthy teeth. But what's actually in toothpaste? Here's a quick rundown of what you'll find in toothpaste:

- **Abrasives:** Helps clean teeth by removing food, plaque, and stains.
- **Humectants and Binders:** Keeps toothpaste moist and prevents it from hardening.
- **Detergents:** Loosens food debris and creates foam for a satisfying brushing experience.
- **Flavours:** Whether natural or synthetic, these delightful additions bring a burst of taste to your toothpaste, making your oral care routine a more enjoyable experience.
- **Preservatives:** Prevents toothpaste from spoiling and harbouring harmful bacteria.
- **Colourings:** Many kinds of toothpaste and tooth gels contain titanium dioxide to make them white or other colours for various shades.
- **Therapeutics:** Includes fluoride, which helps prevent tooth decay.

Toothpaste Ingredients to Avoid

Many conventional toothpastes contain ingredients that may irritate your mouth (like SLS) or raise health concerns (like artificial sweeteners and triclosan). Even seemingly harmless ingredients like artificial flavours might have hidden risks. To avoid these potential problems, consider switching to a toothpaste that skips these toxic nasties altogether.

So which toxic ingredients in toothpaste should you avoid?

- **Artificial colours:** They can trigger potential allergic reactions.
- **Artificial flavours:** While not inherently toxic, undisclosed chemicals and allergens may cause oral sensitivities.
- **Artificial sweeteners:** sodium saccharin and aspartame, for example, can disrupt the oral microbiome and potentially cause metabolic disorders.
- **Carrageenan:** sometimes labelled as chondrus crispus extract; it may cause gastrointestinal inflammation and digestive issues.
- **Diethanolamine (DEA):** this can form carcinogenic compounds when reacting with other ingredients.
- **Microbeads:** harmful if ingested and can accumulate in the environment, posing ecological threats.
- **Parabens:** Potential endocrine disruptors and linked to hormonal imbalances.
- **Propylene glycol:** May cause skin irritation and allergic reactions.
- **Sodium lauryl sulphate (SLS) and Sodium laureth sulphate (SLES):** known irritants that can lead to or exacerbate mouth ulcers and oral tissue damage.

Toothpaste Ingredients to Avoid

- **Sodium lauroyl sarcosinate:** A penetration enhancer, which can be possibly contaminated with nitrosamines.
- **Titanium dioxide nanoparticles:** this can potentially penetrate oral tissues and trigger inflammatory responses.
- **Triclosan:** Linked to antibiotic resistance and hormone disruption, potentially contributing to adverse health effects.

However, it's worth mentioning that some of these ingredients, including artificial flavours, are not downright harmful, especially considering that toothpaste is not typically swallowed in large amounts. Nonetheless, they can pose a concern for children who have not yet mastered the ability to spit out toothpaste.



Toothpaste Ingredients To Look For

When selecting your toothpaste, choose natural ingredients that are good for your teeth and offer gentle care for your oral health. Look for alternatives to fluoride, such as hydroxyapatite, xylitol, and essential oils, which provide a range of benefits.

Some ingredients might look scary but are actually good, such as:

- Activated charcoal - an abrasive that helps remove surface stains on teeth
- Hydroxyapatite - acts like fluoride to remineralise teeth
- Potassium nitrate - helps combat tooth sensitivity and is considered the safest active ingredient for sensitive teeth. (Note that this is not the same as potassium nitrite).
- Titanium dioxide - in its non nano form, is harmless, so you don't need to worry about it
- Xylitol - a sweetener that also seems beneficial in preventing tooth decay

Other alternative sweeteners:

- Stevia - a natural sweetener that's extracted from the leaves of the Stevia rebaudiana plant. It provides sweetness without affecting blood sugar levels.
- Erythritol - a type of sugar alcohol that occurs naturally in various fruits and fermented foods. It is known for its low calorie content and tooth friendly properties.
- Sorbitol - a sugar alcohol found naturally in fruits like apples and pears. It is commonly used as a sweetener in toothpaste due to its sweetness and humectant properties.
- Maltitol - a type of sugar alcohol obtained from maltose. It's often used as a sugar substitute in toothpaste formulations because it is sweet and has a minimal impact on blood sugar levels.

These natural sweeteners provide sweetness to toothpaste formulations without contributing to tooth decay, making them popular choices for natural and sugar free toothpaste products.

Toothpaste Ingredients To Look For

How about essential oils?

Essential oils in toothpaste offer several benefits. These include natural antibacterial properties that combat tooth decay and gum disease, fresh breath enhancement, and potential anti-inflammatory effects to soothe gum inflammation. Additionally, they serve as natural flavourings, providing a refreshing taste without artificial additives. However, there are risks to consider, such as skin sensitivity, oral irritation, potential toxicity if ingested in large amounts, and interactions with certain medications. It's crucial for individuals, particularly those with sensitivities or medical conditions, to use a toothpaste containing essential oils cautiously, and seek advice from healthcare professionals if needed.

Essential oils are typically safe in toothpaste because they are used in low concentrations, regulated by safety standards, and undergo rigorous testing for potential adverse effects. These safety measures and their beneficial properties, including antibacterial and anti-inflammatory effects, contribute to overall oral health. Toothpaste brands prioritise user experience, considering taste and texture while ensuring safety. However, individuals should use them responsibly and discontinue use if any adverse reactions occur, seeking medical advice if needed.

A Note on Fluoride in Toothpaste

Fluoride's Role in Dental Health

In Australia, fluoride is widely acknowledged for its pivotal role in dental health. Many dental professionals advocate its strengthening of tooth enamel and help prevent tooth decay by remineralising weakened areas. They recommend fluoride toothpaste as part of a comprehensive oral hygiene regimen.

Considerations for Fluoride Free Options

While some people may prefer fluoride free toothpaste, it's essential to consider the potential risks before deciding. Fluoride free options can increase the likelihood of developing cavities and may not provide the benefits of enamel remineralisation for weakened teeth. Therefore, it's advisable to consult with a dental professional when choosing the best toothpaste option that suits your needs and preferences.

Safety of Fluoride Toothpaste

The good news is that fluoride toothpaste is generally safe and effective in Australia when used as directed. The [Australian Dental Association](#) and other health organisations endorse its use for optimal oral health.

Since 1990, the [incidence of fluorosis in Australia](#) has significantly reduced. However, excessive ingestion of fluoride toothpaste during childhood can still cause fluorosis, which can be prevented by supervising children's brushing habits.

We strongly believe in adopting a healthy lifestyle, which includes maintaining good oral hygiene. That's why we have extensively researched and handpicked the top natural toothpaste that excels in taste, performance, and ingredients. Here's our top five favourites:

Hello Charlie's Top Five Natural Favourites:

1. Weleda Salt Toothpaste: This toothpaste strikes the perfect balance. It has a nice flavour, uses excellent ingredients, and leaves your teeth feeling squeaky clean.
2. Dr. Bronner's Toothpaste: Dr. Bronner's is the perfect choice if you're a fan of the classic minty taste. It delivers a familiar toothpaste experience and ensures effective cleaning with its natural ingredients, giving you the confidence of a healthy smile.
3. Lavera Basis Natural Toothpaste (Fluoride): Finding a vegan toothpaste with fluoride can be tricky. That's why we love Lavera Basis! It provides the cavity-fighting benefits of fluoride while staying true to its natural ingredients.
4. Redmond Earth Paste Mineral Toothpaste: This bentonite clay toothpaste has a pleasant taste and good ingredients that will make you feel confident about your oral health routine.
5. Miessence Lemon Toothpaste: This is our top recommendation for a bicarb soda toothpaste with a great mix of natural, mineral, and certified organic ingredients.

More info on ingredients

There are thousands of ingredients on the Hello Charlie "avoid" list. And although we've covered a lot of toothpaste in this cheat sheet, there are heaps more available in the shops and online.

So, what happens when parents encounter an unfamiliar product and are unsure of its safety? Easy! This handy ebook unveils a secret method for quickly identifying potential concerns.

Learn how to spot potential nasties in any skincare product using a simple 3-step approach!

Learn which ingredients to avoid

DOWNLOAD HERE

A woman with dark hair, wearing a light green blazer, is holding a tablet. The tablet screen displays the cover of an ebook titled 'A Beginner's Guide'. The cover is cream-colored with green leaf illustrations. The text on the cover reads: 'A Beginner's Guide', 'To spotting toxic ingredients in personal care products in under 30 seconds.', and 'PREPARED BY Hello Charlie Team'. At the bottom of the cover, there are social media icons for Instagram, Facebook, and Twitter, along with the website URL 'hellocharlie.com.au'.

A Beginner's Guide

To spotting toxic ingredients in personal care products in under 30 seconds.

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Green Light

These toothpastes have good ingredients and are free from synthetic flavours and colours, as well as artificial sweeteners.



Alfree Natural Pear Toothpaste

For those with chemical sensitivities and allergies: This toothpaste prioritises avoiding irritants and allergens commonly found in other brands. While it doesn't contain many plant-based "natural ingredients" besides the flavouring, it might be worth a try if traditional toothpastes cause reactions.

Fluoride: NO

Ingredients: Water (Aqua), Calcium Carbonate, Sorbitol, Glycerin, Silica, Natural Flavouring, Hydroxyacetophenone, Sodium Cocoyl Isethionate, 1,2-Hexanediol, Caprylyl Glycol, Sodium Magnesium Silicate, Cellulose Gum.



Ausganica Bright Mint Toothpaste

There's nothing to be concerned about with this toothpaste. It has a good ingredients list, free of harsh chemicals. Sweetened with stevia, a natural sweetener with good medicinal properties.

Fluoride: NO

Ingredients: Aloe Barbadensis (Aloe Vera) Leaf Juice**, Alcohol** (Sugar Cane Derived), Sodium Bicarbonate* (Food Grade), Calcium Carbonate* (Food Grade), Xanthan Gum* (Food Grade), Decyl Glucoside* (Plant Derived), Aqua (Water), Mentha Spicata (Spearmint) Leaf Oil**, Ocimum Basilicum (Basil) Oil**, Salvia Officinalis (Sage) Oil**, Mentha Piperita (Peppermint) Oil**, Mentha Longifolia (Wild Mint) Leaf Oil**, Stevia Rebaudiana Extract**, Nepeta Cataria Extract**, Curcuma Longa (Turmeric) Root Extract **, Laurus Nobilis Leaf Extract**, Glycyrrhiza Glabra (Licorice) Root Extract**, Lactic Acid*, Sodium Chloride* (Australian Pink Salt). **Made With 83% Certified Organic Ingredients *100% Natural Origin.



Comvita Propolis Toothpaste Bright & Clean - Spearmint

There's nothing to be concerned about with this toothpaste. It has a good ingredients list.

Fluoride: NO

Ingredients: Aqua/Water, Calcium Carbonate, Sodium Bicarbonate, Glycerin, Pentasodium Triphosphate, Silica, Sodium Methyl Cocoyl Taurate, Cellulose Gum, Propolis Extract, Stevioside, Mentha Viridis (Spearmint) Leaf Oil, Mentha Piperita (Peppermint) Oil, Sodium Chloride, Limonene.



Dr. Bronner's Toothpaste Peppermint

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This is one of our favourite brands. We use this at home, and it's a great product with great ingredients.

Fluoride: NO

Ingredients: Organic Glycerin, Organic Aloe Barbadensis Leaf Juice, Hydrated Silica, Calcium Carbonate, Xanthan Gum, Sodium Bicarbonate (Baking Soda), Potassium Cococate (made with Organic Coconut Oil*), Organic Mentha Piperita (Peppermint) Oil, Organic Mentha Arvensis (Menthol) Crystals, Organic Cocos Nucifera (Coconut) Flour*, Organic Cocos Nucifera (Coconut) Oil*, Tocopherol, Citric Acid, Organic Stevia Rebaudiana Leaf / Stem Extract.



Essenza Fuss Free Naturals Activated Charcoal Natural Whitening Toothpaste - Spearmint

There are no issues with the ingredients. This is a good choice for a natural charcoal toothpaste.

Fluoride: NO

Ingredients: Water, Diatomaceous Earth, Xylitol, Organic Cocos Nucifera (Coconut) Oil, Charcoal, Sodium Bicarbonate (Baking Soda), Citric Acid, Mentha Spicata (Spearmint) Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Xanthan Gum.



Green People Toothpaste - Minty Cool

This toothpaste has a good set of natural and certified organic ingredients.

Fluoride: NO

Ingredients: Calcium Carbonate (Dental Grade Chalk), Glycerin** (Vegetable Derived), Aqua (Pure Water), Betaine (Natural Plant Extract), Xanthan Gum (Corn Starch Gum), Aloe Barbadensis (Aloe Vera) Leaf Juice Powder*, Aroma [Mentha Piperita (Peppermint) Oil*, Mentha Spicata (Spearmint) Oil*, Commiphora Myrrha (Myrrh) Oil*], Olea Europaea (Olive) Leaf Extract, Limonene, Linalool. *ingredient From Organic Farming, **made Using Organic Ingredients ^Fairly Traded. Ecocert Organic - 100% Of The Total Ingredients Are From Natural Origin; 34% Of The Total Ingredients Are From Organic Farming.



Lavera Basis Natural Toothpaste - Sensitive & Repair

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There are no issues with the ingredients.

Fluoride: YES

Ingredients: Sorbitol, Water (Aqua), Hydrated Silica, Glycerin, Xylitol, Kaolin, Chamomilla Recutita (Matricaria) Flower Extract*, Glycyrrhiza Glabra (Licorice) Root Extract*, Aloe Barbadensis Leaf Juice*, Acemella Oleracea Extract, Cymbopogon Martini Oil*, Disodium Cocoyl Glutamate, Sodium Lactate, Xanthan Gum, Sodium Fluoride, Sodium Cocoyl Glutamate, Sodium Hydroxide, Arginine, Flavor (Aroma)**, Limonene**. * ingredients from certified organic agriculture ** from natural essential oils.



MooGoo Moothpaste

This toothpaste seems to be a crowd favourite when it comes to natural toothpaste, and for good reasons. There are no ingredients of concern here.

Fluoride: NO

Ingredients: Sorbitol (Thickens and Sweetens), Calcium Carbonate, Tapioca Starch, Aqua (H₂O's Fancy Name), Sodium Bicarbonate (Low Abrasive Bicarb), Hydroxyapatite (Remineralisation Agent), Xylitol (Natural Sweetener that Fights Cavity Making Germs), Coco Glucoside (Coconut Based Cleanser), Flavour - Natural Peppermint, Xanthan Gum (Food Grade Thickener), Stevia Rebaudiana Leaf Extract (Natural Sweetener), Sodium Methyl Cocoyl Taurate (Coconut & Taurine Derived Cleanser).



Miessence Lemon Toothpaste

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There's nothing wrong with this. It's a great product, especially if you're looking for a bicarb soda toothpaste. All the ingredients are certified organic by Biological Farmers of Australia.

Fluoride: NO

Ingredients: Sorbitol (Thickens and Sweetens), Calcium Carbonate, Tapioca Starch, Aqua (H₂O's Fancy Name), Sodium Bicarbonate (Low Abrasive Bicarb), Hydroxyapatite (Remineralisation Agent), Xylitol (Natural Sweetener that Fights Cavity Making Germs), Coco Glucoside (Coconut Based Cleanser), Flavour - Natural Peppermint, Xanthan Gum (Food Grade Thickener), Stevia Rebaudiana Leaf Extract (Natural Sweetener), Sodium Methyl Cocoyl Taurate (Coconut & Taurine Derived Cleanser).



Nature's Goodness Olive Leaf Toothpaste

The olive leaf extract in this toothpaste has antibacterial, anti-inflammatory and antioxidant properties, and the other ingredients are okay, too.

Fluoride: NO

Ingredients: Active ingredient - Olive leaf extract. Other ingredients - Sorbitol, hydrated silica, glycerine, water, lemon oil, peppermint oil, sodium methyl cocoyl taurate, xanthan gum, sodium benzoate, potassium sorbate, citric acid, chlorophyll.



Redmond Earth Paste Mineral Toothpaste - Peppermint

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There's a good ingredients list in this bentonite clay toothpaste. We've used and like this one. And if you're looking for a non-mint toothpaste, you might like the [cinnamon toothpaste](#) in this range. [Lemon twist](#) is another flavour that you might want to try.

Fluoride: NO

Ingredients: Sorbitol (Thickens and Sweetens), Calcium Carbonate, Tapioca Starch, Aqua (H₂O's Fancy Name), Sodium Bicarbonate (Low Abrasive Bicarb), Hydroxyapatite (Remineralisation Agent), Xylitol (Natural Sweetener that Fights Cavity Making Germs), Coco Glucoside (Coconut Based Cleanser), Flavour - Natural Peppermint, Xanthan Gum (Food Grade Thickener), Stevia Rebaudiana Leaf Extract (Natural Sweetener), Sodium Methyl Cocoyl Taurate (Coconut & Taurine Derived Cleanser).



Schmidt's Naturals Tooth+Mouth Paste - Coconut + Lime

This has an interesting flavour, and the ingredients list is clean.

Fluoride: NO

Ingredients: Water, Hydrated Silica, Glycerin, Xylitol, Calcium Carbonate, Dicalcium Phosphate, Magnolia Acuminata Bark Extract, Sodium Phosphate, Zinc Citrate, Aloe Barbadensis Leaf Juice, Stevia Rebaudiana Leaf/Stem Powder, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Lycium Barbarum (Goji Berry) Fruit Extract, Punica Granatum (Pomegranate) Extract, Ubiquinone (Coenzyme Q10), Vitamin E, Natural Flavor, Xanthan Gum, Sodium Methyl Cocoyl Taurate, Sodium Benzoate.



Silicea Toothpaste With Colloidal Silica

This toothpaste boasts a good ingredient list, so there's nothing to be concerned about.

Fluoride: NO

Ingredients: Colloidal Silica, Hydrated Silica, Sea Salt, Peppermint Oil, Aniseed Oil, Cellulose Gum, Menthol, Fennel Oil, Clove Oil, Dicalcium Phosphate Dihydrate, Sorbitol, Glycerin, Water.



Weleda Calendula Toothpaste

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The ammonium glycyrrhizate in the ingredients list might look intimidating. But this is actually fine and it scores a 1 in EWG. All the Weleda toothpastes are great, and this is no exception.

Fluoride: NO

Ingredients: Water (Aqua), Calcium Carbonate, Glycerin, Magnesium Aluminum Silicate, Alcohol, Calendula Officinalis Extract, Commiphora Myrrha Resin Extract, Xanthan Gum, Ammonium Glycyrrhizate, Flavor (Aroma)*, Limonene*. * from natural essential oils.



Weleda Plant Gel Toothpaste

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This is another good list of ingredients from one of our favourite brands.

Fluoride: NO

Ingredients: Glycerin Water (Aqua), Hydrated Silica, Microcrystalline Cellulose , Alcohol, Krameria Triandra Root Extract, Commiphora Myrrha Resin Extract, Chamomilla Recutita (Matricaria) Flower Extract, Esculin, Xanthan Gum, Flavor (Aroma)*, Limonene*. * from natural essential oils.



Weleda Ratanhia Toothpaste

**SHOP
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There's more good ingredients from this brand.

Fluoride: NO

Ingredients: Water (Aqua), Calcium Carbonate, Glycerin, Magnesium Aluminum Silicate, Alcohol, Flavor (Aroma)*, Krameria Triandra Root Extract, Commiphora Myrrha Extract, Xanthan Gum, Ammonium Glycyrhizate, Limonene*. * from natural essential oils.



Weleda Salt Toothpaste

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This is our ultimate favourite toothpaste!

Fluoride: NO

Ingredients: Water (Aqua), Sodium Bicarbonate, Glycerin, Silica, Mentha Piperita (Peppermint) Oil, Prunus Spinosa Fruit Juice, Sodium Chloride, Commiphora Myrrha Extract, Krameria Triandra Root Extract, Aesculus Hippocastanum (Horse Chestnut) Bark Extract, Cyamopsis Tetragonoloba (Guar) Gum, Simmondsia Chinensis (Jojoba) Seed Oil, Alcohol, Esculin, Lactose, Flavour (Aroma)*, Limonene*, Linalool*. * from natural essential oils.



YoungLiving Thieves AromaBright Toothpaste

True to its brand's niche, the formula has many essential oils. There are no significant issues with ingredients. But again, watch out if you have any sensitivities to essential oils (or if you're pregnant/breastfeeding), as some of these oils may not be the best or safest option for you.

Fluoride: NO

Ingredients: Water, Calcium carbonate, Cocos nucifera (Coconut) oil. Sodium bicarbonate, Glycerin, Xylitol. Xanthan gum, Mentha piperita† (Peppermint) oil, Mentha spicata† (Spearmint) leaf oil, Stevia rebaudiana leaf extract, Lecithin, Eugenia caryophyllus† (Clove) bud oil, Ocotea quixos† (Ocotea) leaf oil, Cinnamomum verum† (Cinnamon) bark oil, Citrus limon† (Lemon) peel oil, Eucalyptus Radiata† leaf oil, Rosmarinus officinalis† (Rosemary) leaf oil. †100% pure, therapeutic-grade essential oil.

Orange Light

Orange light toothpastes are still pretty good, but with one or two ingredients you might want to avoid, depending on what's important to you.



Aesop Toothpaste

The only issue with this fluoride-free toothpaste is cocamidopropyl betaine, which is an irritant. Though this is not a major concern for rinse-off products.

Fluoride: NO

Ingredients: Calcium Carbonate, Xylitol, Water (Aqua), Cellulose Gum, Cocamidopropyl Betaine, Glycerin, Tetrasodium Pyrophosphate, Illicium Verum (Anise) Fruit/Seed Oil, Mentha Viridis (Spearmint) Leaf Oil, Sodium Benzoate, Sodium Chloride, Melaleuca Alternifolia (TEA Tree) Leaf Oil, Hippophae Rhamnoides Fruit Juice, Elettaria Cardamomum Seed Oil, Eugenia Caryophyllus (Clove) Flower Oil, Wasabia Japonica Root Powder, Potassium Sorbate, Lactic Acid, Limonene, Eugenol.



Archie Toothpaste - Magic Mint

This contains sucralose, an artificial sweetener. Despite some past concerns about its health effects, various studies have shown no evidence linking sucralose to cancer in humans. All things considered, there are no major issues with this toothpaste. Archie says they're made from 99% natural origin ingredients. It's also available in 10 other flavours, from Cinnamon Bang to Wild Liquorice.

Fluoride: comes in fluoride and non-fluoride variants

Ingredients: With fluoride: Glycerin, Water, Erythritol, Hydrated Silica, Natural Flavour, Sodium Laurylglucosides Hydroxypropylsulfonate, Fluoride, Xanthan Gum, Sodium Chloride, Glyceryl Caprylate, Citric Acid, Sucralose, Hydroxyacetophenone, Potassium Sorbate, Sodium Benzoate, Carthamus Tinctorius (Safflower) Thistle Extract, Gardenia Florida Fruit Extract.



Auromere Ayurvedic Herbal Toothpaste - Classic Licorice

The clove and cinnamon can be an issue if you use too much of them (may cause allergies). But there's not a lot of them in the list, so we're fine with all the other ingredients, too.

Fluoride: NO

Ingredients: Fine Chalk (a gentle cleanser), Glycerine (from vegetable oil), Water, Herbal extract blend: [Peelu (*Salvadora persica*), Neem (*Azadirachta indica*), Indian Licorice root, Pomegranate rind, Common Jujube, Rose Apple, Clove, Persian Walnut, *Barleria prionitis* bark (*Vajradanti*), Indian Almond, Bedda nut, Asian Holly Oak, Prickly Ash, *Zanthoxylum alatum*, Sappan wood, Catechu, Bengal Madder, *Acacia arabica* bark (Babul), Sarsaparilla, Cinnamon, Medlar bark, Mayweed, Bishop's weed (flower extract)], Silica, Sodium Coco Sulfate (from Indian coconut oil), *Chondrus crispus* (seaweed extract), Cellulose (plant) gum, Clove oil, Peppermint oil, Spearmint oil, Eucalyptus oil, Menthol, Thymol, Anethol, Geranium extract, Potassium Sorbate (Potassium salt), p Thymol (from Thyme oil).



Cedel Natural TotalCare Toothpaste

Sodium lauroyl sarcosinate is the only issue, though it's not a major one. According to the EWG, the health risk associated with this ingredient is lower when used in product forms that are less likely to be inhaled, such as solids or liquids.

Fluoride: YES

Ingredients: Calcium Carbonate, Aqua, Glycerin, Xylitol, Silica, Sorbitol, **Sodium Lauroyl Sarcosinate**, Cellulose Gum, Sodium Monofluorophosphate, Kakadu Plum Extract, Flavours, (Include Australian River Mint & Eucalyptus Oil), Stevioside.



Coral White Toothpaste - Mint

This one contains hydrogen peroxide, presumably for its teeth whitening properties. It's considered safe in small quantities, but it can cause mouth irritation. The other ingredients are good, so if you're after a whitening effect, this could be a good choice.

Fluoride: NO

Ingredients: Calcium Carbonate (Coral Minerals), Stevia rebaudiana Leaf Extract, Xylitol, Hydrogen peroxide, Hydrastis canadensis (Golden Seal) Extract, Ginkgo biloba, Panax ginseng (Ginseng) Root Extract, Echinacea angustifolia (Echinacea) Extract, Mentha viridis (Spearmint) Leaf Oil, Sorbitol, Aqua (Purified Water), Hydrated Silica, Sodium Cocoyl Glutamate, Sodium Magnesium Silicate, Cellulose Gum.



Doterra On Guard Natural Cleansing Toothpaste

This toothpaste contains moderate hazard ingredients like sodium lauroyl sarcosinate. There's also wintergreen essential oil. It's in very small quantities, but it's not suitable for children or pregnant women.

Fluoride: NO

Ingredients: Glycerin, Water (Aqua), Hydrated Silica, Calcium Carbonate, Xylitol, Hydroxyapatite, Cellulose Gum, Mentha piperita (Peppermint) Oil, Citrus sinensis (Wild Orange) Peel Oil, Eugenia caryophyllus (Clove) Bud Oil, Cinnamomum zeylanicum (Cinnamon) Leaf Oil, Cinnamomum zeylanicum (Cinnamon) Bark Oil, Eucalyptus globulus (Eucalyptus) Leaf Oil, Rosmarinus officinalis (Rosemary) Leaf Oil, Stevia rebaudiana (Stevia) Leaf Extract, Gaultheria procumbens (Wintergreen) Leaf Oil, Commiphora myrrha (Myrrh) Oil, **Sodium Lauroyl Sarcosinate**, Xanthan Gum.

Ecostore Natural Toothpaste - Complete Care



SHOP
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The only ingredient to watch out for in this is carrageenan. But that's not a problem if you're spitting your toothpaste out.

Fluoride: NO

Ingredients: Aqua, Lauryl Glucoside, Calcium Carbonate, Glycerin, Xanthan Gum, Mentha Piperita (Peppermint) Oil, Kunzea Ericoides (Kanuka) Leaf Oil, Eugenia Caryophyllus (Clove) Leaf Oil, Menthol, Xylitol, Carrageenan, Mentha Spicata (Spearmint) Leaf Oil, Magnolia Officinalis Bark Extract, Stevia Rebaudiana Leaf Extract.



Gem Premium Natural Toothpaste - Original Mint

Sodium metabisulfite may cause allergies and irritation in some individuals.

Fluoride: NO

Ingredients: Aqua, Calcium Carbonate, Xylitol, Glycerin, Sorbitol, Hydrated Silica, Hydroxyapatite, Silica, Cellulose Gum, Sodium Methyl Cocoyl Taurate, Glyceryl Caprylate, Menthol, Mentha Arvensis Leaf Oil, Mentha Piperita Oil, Calcium Glycerophosphate, Stevia Rebaudiana Leaf/stem Extract, Caprylhydroxamic Acid, Lactobacillus Lysate, Maltodextrin, Potassium Sorbate, Sorbic Acid, **Sodium Metabisulfite**, Limonene, Citric Acid, Sodium Hydroxide.



Grants of Australia Toothpaste - Fresh Mint

SHOP
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There's sodium lauroyl sarcosinate in this toothpaste. But this is a small concern. It's an Australian made toothpaste, and one of the first to be made here. It's a great choice of natural toothpaste!

Fluoride: NO (there's also a fluoride variant)

Ingredients: Water (aqua), Calcium Carbonate, Glycerin (Vegetable), Xylitol, Silica, **Sodium Lauroyl Sarcosinate**, Cellulose Gum, Dicalcium Phosphate Dihydrate, Stevioside (Stevia), Melaleuca alternifolia (Tea Tree) Leaf Oil – certified organic, Magnesium Hydroxide, Potassium Chloride, Minerals (Calcium, Potassium, Phosphorous, Magnesium, Sodium), and natural flavour (contains extracts of: Mint Oil, Eucalyptus Oil, Cardamon, Celery, Caraway, Coriander, Dill, Thyme, Rosemary & Sage).



Grin Natural Toothpaste - Cool Mint

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This has been slightly reformulated and renamed “Grin Natural Freshening Toothpaste.” The only issues are carrageenan and copper chlorophyllin. There can be issues if you ingest it, but as you don't swallow toothpaste, this should be okay.

Fluoride: NO

Ingredients: Propolis Tincture, Manuka Oil Pure - Leptospermum Scoparium Oil, Organic NZ Fine Sea Salt, Aqua (Water), Calcium Carbonate, Caprylyl/Carpryl Glucoside, Chondrus Crispus (Carrageenan) Powder, Copper Chlorophyllin, Foeniculum Vulgare Dulce (Fennel), Glycerine, Ice Flavour, Mentha Piperita Peppermint Oil, Menthol, Silica, Spearmint Oil, Xanthan Gum, Xylitol.



Keeko Dream Clean Antioxidant Toothpaste

There's sodium lauroyl sarcosinate, but the rest of the ingredients are fine.

Fluoride: NO

Ingredients: Calcium Carbonate, Glycerin, Xylitol, Aqua (water), Hydroxyapatite, Sodium Lauroyl Sarcosinate*, Cellulose Gum, Cocos Nucifera (coconut) Oil, Hydrated Silica, Aroma(flavour)**, Hydroxyacetophenone, Lauryl Glucoside, Sodium Benzoate, Sodium Chloride, Pleiogynium Timoriense (burdekin plum) Fruit Extract, Podocarpus Elatus (illawarra plum) Fruit Extract, Terminalia Ferdinandiana (kakadu plum) Fruit Extract, Stevia, Rebaudiana Extract, Eugenol, Limonene *Derived from coconut **Made from natural extracts of spearmint, peppermint, anise, thyme, sage, tea tree and nutmeg.



Lemon Myrtle Fragrances Toothpaste

The only ingredient that you might question is the sodium lauroyl sarcosinate. But it's a fair way down the list, so this is a minor issue.

Fluoride: NO

Ingredients: Calcium Carbonate, Glycerin, Water, Xylitol, Hydrated Silica, Cellulose Gum, Decyl, Glucoside, Potassium, Sorbate, Sodium Lauroyl Sarcosinate, Mentha Piperita Oil, Menthol, Backhousia Citriodora Leaf Oil, Citric Acid, Sodium Chloride, Aloe Barbadensis Leaf Juice Powder, Limonene[^], Linalool[^]. Natural flavour contains Lemon Myrtle and Peppermint. [^]Constituents of Essential Oils.



Lovebyt Botanical Toothpaste - Charcoal & Mint

We don't know the composition or origin of the flavour of this toothpaste. But the rest of the ingredients are fine.

Fluoride: NO

Ingredients: Dicalcium Phosphate, Water, Glycerin, Charcoal Powder, Hydroxypropyl Methycellulose, Flavour, Hydrated Silica, Xylitol, Sodium Methyl Cocoyl Taurate, Sodium Benzoate, Potassium Sorbate, Stevia Rebaudiana Extract, Mentha Piperita (Peppermint) Oil, Xanthan Gum, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Eucalyptus Globulus Leaf Oil, Citric Acid.



Maharishi Ayurveda AyurDent Classic Toothpaste

This herbal toothpaste has a long list of ingredients, most of which are ayurvedic herbs, considered to be beneficial to the teeth. **Aside from the carrageenan, the only thing that we can see that might be of concern is sodium silicate, as it can be a potential allergen.**

Fluoride: NO

Ingredients: Dicalcium Phosphate, Sorbitol 70%, Glycerine, Aqua, Calcium Carbonate (PPT), Silica, Mentha spicata (spearmint) herb oil, Mentha piperita (Peppermint) oil, Quercus infectoria (Gall oak) herbal extract, Terminalia chebula (Chebulic myrobalan) herbal extract, Chondrus crispus (Gum carrageenan), Terminalia belerica (Beleric myrobalan) herbal extract, Emblica officinalis (Indian gooseberry) herbal extract, Barleria prionitis (Porcupine flower) herbal extract, Glycyrrhiza glabra (Liquorice) herbal extract, Piper longum (Pepper long) herbal extract, Albizzia lebbeck (East Indian walnut) herbal extract, Zingiber officinale (Ginger) herbal extract, Mimusops elengi (Bullet wood tree) herbal extract, Salvadora persica (Tooth brush tree) herbal extract, Azadirachta indica (Neem seed) herbal extract, Symplocos racemosa (Lodh tree) herbal extract, **Sodium Silicate**, Eugenia caryophyllus (Clove) oil, Acacia catechu (Cutch tree) herbal extract, Menthol, Thymol.



Pearlbar Natural Whitening Toothpaste

This has sucralose, an artificial sweetener. Other than that, there's nothing to be concerned about in this natural clay toothpaste, which is another good choice.

Fluoride: NO

Ingredients: Water (Aqua), Calcium Carbonate, Glycerin, Bentonite, Cocos Nucifera (Coconut) Oil, Coco-Glucoside, Mentha Piperita (Peppermint) Oil, Activated Charcoal, Potassium Cocoate, Menthol, Sodium, Bicarbonate, Xanthan Gum, Alcohol Denat. Rosmarinus Officinalis (Rosemary) Leaf Oil, Aloe Barbadensis, (Aloe Vera) Leaf Extract, Potassium Sorbate, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sucralose, Rosa Damascena (Rose) Flower Oil.



The Humble Co. Natural Toothpaste - Charcoal

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The only concern here is cocamidopropyl betaine, which is an allergen. However, the risk is lower for products that are immediately rinsed off, so not a major issue with toothpaste.

Fluoride: YES

Ingredients: Sorbitol, Hydrated Silica, Aqua, Lauryl Glucoside, Xanthan Gum, Mentha Piperita Oil, Xylitol, Charcoal Powder, Cocamidopropyl Betaine, Sodium Fluoride, Aloe Barbadensis Leaf Juice, Aroma, Rebaudioside A, Zinc Gluconate, Citric Acid, Limonene, Sodium Benzoate, Potassium Sorbate, Sodium Chloride.



Thursday Plantation Tea Tree Toothpaste

This toothpaste has an unspecified flavour and has sodium lauroyl sarcosinate.

Fluoride: NO

Ingredients: Calcium Carbonate, Water, Sorbitol, Glycerin, Sodium Lauroyl Sarcosinate, Hydrated Silica, Flavour, Tetrasodium Pyrophosphate, Cellulose Gum, Stevioside, Sodium Benzoate, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Limonene.



White Glo Pure & Natural Toothpaste - with Bamboo Toothbrush

The “classics” range of toothpaste from this brand includes a toothbrush. This one, in particular, contains some natural or plant-based ingredients, but does not make it to our most recommended list due to the presence of sodium lauroyl sarcosinate and saccharin.

Fluoride: NO

Ingredients: Calcium Carbonate, Water, Glycerin, Silica, Sodium Lauroyl Sarcosinate, Cellulose Gum, Flavours (Natural), Sodium Saccharin, Mentha Piperita (Peppermint) Oil (Organic), Matricaria Recutita (Chamomile Oil) (organic).

Red Light

These toothpastes contain artificial flavours, colours, and sweeteners – and/or high hazard ingredients that are in our ingredients to avoid lists, and even moderate hazard ingredients if there's enough of them.



Aloe Dent Whitening Aloe Vera Toothpaste - Fluoride Free

Sodium lauroyl sarcosinate is a penetration enhancer, and there can be concerns with nitrosamine contamination. Although phenoxyethanol is also a moderate risk ingredient, it's one of the ingredients that we avoid at Hello Charlie due to potential skin and immune system toxicities.

Fluoride: NO

Ingredients: Glycerin, Sorbitol, Hydrated Silica, Aloe Barbadensis (Aloe Vera) Leaf Juice, Aqua, Xylitol, **Sodium Lauroyl Sarcosinate**, Mentha Piperita (Peppermint) Oil, PVP, Hydroxyethylcellulose, Menthol, Melaleuca Alternifolia (Tea Tree) Leaf Oil), **Phenoxyethanol**, Citric Acid, C175810 (Chlorophyllin-Copper Complex), Limonene*. *Constitute of Essential Oils.



BioMin F Sensitive Teeth & Remineralising Toothpaste

This one has PEG and SLS as well as unspecified aroma, so it's a NO for us.

Fluoride: YES

Ingredients: Glycerin, Silica, PEG 400, Fluoro CalciumPhosphoSilicate, Sodium Lauryl Sulphate, Titanium Dioxide, Aroma, Carbomer, Potassium Acesulfame.



Forever Living Forever Bright Toothgel

There's sodium lauryl sulfate, carrageenan, unspecified flavour, and saccharin. As to chlorophyllin-copper complex, which is a colourant, the Environmental Working Group (EWG) notes that using this ingredient in products for lips raises its risk because there's a higher chance of it being swallowed or absorbed - although it's still unclear what the long-term health risks are. So this is not a natural toothpaste that we would choose.

Fluoride: NO

Ingredients: Aloe Barbadensis Gel (Stabilized Aloe Vera Gel), Sorbitol, Hydrated Silica, Glycerin, Sodium Lauryl Sulfate, Chondrus Crispus (Carrageenan), Flavor (Aroma), Bee Propolis, Sodium Saccharin, Sodium Benzoate, Chlorophyllin-Copper Complex.



Healthy Care Propolis Toothpaste

This one has sodium lauryl sulphate and saccharin as well as propylene glycol, which is not actually toxic but may cause irritation (it's a penetration enhancer).

Fluoride: YES

Ingredients: Dicalcium Phosphate Dihydrate, Water, Glycerin, Sorbitol, Sodium Lauryl Sulfate, Hydroxyethyl Cellulose, Mentha Piperita (Peppermint) Oil, Magnesium Aluminum Silicate, Sodium Monofluorophosphate, Propolis Extract, Menthol, Sodium Saccharin, Potassium Sorbate, **Propylene Glycol**, Potassium Nitrate. Contains: Sodium Monofluorophosphate 0.1% (132ppm fluoride).



Neem Active Toothpaste

There are lots of issues with this toothpaste such as sodium silicate, carrageenan, saccharin, unspecified flavour, SLS, and parabens.

Fluoride: YES

Ingredients: Precipitated Calcium Carbonate, Sorbitol, Aqua, Glycerine Hydrated Silica, **Sodium Silicate**, Sodium Carboxymethylcellulose, Carrageenan, Neem Extract, Sodium Saccharin, **flavour**, Sodium Lauryl Sulphate, **Methylparaben**, **Propylparaben**, Sodium Dihydrogen, Tea Tree Oil. Contains 001% of 1% fluoride when packed (which is extremely minimal).



Red Seal Baking Soda Toothpaste

There's SLS, which is an irritant, as well as saccharin.

Fluoride: NO

Ingredients: Water, Sodium bicarbonate, Calcium carbonate, sorbitol, glycerin, Sodium lauryl sulfate, Cellulose gum, Hydrated silica, Mentha piperita (Peppermint) oil, Menthol, Eucalyptus globulus oil, Illicium verum (Anise) fruit/seed oil, Sodium saccharin, Tatarol.

Tom's of Maine Natural Antiplaque & Whitening Toothpaste - Peppermint



The main issue here is sodium lauryl sulfate. Carrageenan is also an issue, which may make it unsuitable for kids if they're not spitting toothpaste out yet. The fluoride version of this toothpaste also has the same issues with ingredients.

Fluoride: NO

Ingredients: Calcium Carbonate, Glycerin, Water, Xylitol, Hydrated Silica, Natural Flavor (Peppermint Oil), Zinc Citrate, Sodium Lauryl Sulfate, Carrageenan, Sodium Bicarbonate.



Vicco Herbal Toothpaste

There are a number of issues here, but the standout is methyl hydroxybenzoate sodium, which is another name for methylparaben. We at Hello Charlie don't do parabens, so this one is not on our favourites list!

Fluoride: NO

Ingredients: Key ingredients: Babhul, Bakul, Jambhul, Laung , Manjishtha, Bor, Akhrot, Akkal - kadha, Jeshthamadh Ajwain, Dalchini, Khair, Patang, Harada, Vajradanti, Anantmul, Amla, Behada, Kavab, Maifal. Other ingredients: Fine Chalk, Water, Sorbitol, **Sodium Lauryl Sarcosinate**, Gum Tragacanth, Extracts of Indian Licorice Root, Currant, Common Jujube, Rose Apple, Barleria Prionitis, Asian Holly Oak, Persian Walnut, Prickly Ash, Indian Almond, Bedda Nut, Bishop's Weed, Sarsaparilla, Catechu, Sappan Wood, Medlar, Cinnamon, Gum Arabic, Bengal Madder, Mayweed, **Flavour**, Sodium Saccharin, **Methyl Hydroxy Benzoate Sodium**.

About the team

Hi! We are the Hello Charlie team. We've been researching, writing about and advising on eco products for nearly 20 years.

We know how hard it can be to work out what the safest products are for you and your little ones. There's so much misinformation and greenwash out there that it can be hard to work out what's good and what's not. That's why we research and review every single product before it goes on the shelf at Hello Charlie, so you know that you're getting truly safe products that are better for you and better for our earth.

Hello Charlie

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