

conscious clean + fresh toothpaste

formula # 12860-240-1

material # 969931

96%

claim to fame

a nature-inspired, COSMOS*-compliant toothpaste for a dazzling smile and a better world

utilizes ingredients derived from cellulose (trees), raspberries and aloe vera

made without parabens, fluoride, microbeads, gluten, acrylates, sulfates and, artificial flavor or dyes

features ethical and sustainable ingredients

 natural
meets ISO 16128-2:2017 100% natural origin content standard

 nature-derived
meets ISO 16128-2:2017 50% - 99% natural origin content standard

 biodegradable
Has attained a sufficient level of biodegradation that meets the requirements for 'ready' or 'inherent' according to OECD or related methods such as, 301, 302, or 306. Or product has been assessed as being biodegradable based on a read-across.

description

Take care of your smile with this COSMOS*-compliant toothpaste. It cleans teeth thanks to natural minerals; freshens breath with natural peppermint and soothes gums with ethically-farmed Puraloe™ aloe vera. The nature-derived thickener system, from sustainable cellulose² aids stand-up; binds water and gives desirable flow products. All the ingredients have been purposefully selected to give maximum efficacy. Your smile will dazzle, and the planet will smile with you.

ingredients

Phyteq™ raspberry n multifunctional technology

Harnessing the power of raspberries, this natural, COSMOS*-validated multifunctional ingredient brings antioxidant and preservative boosting properties. Without fluoride, it helps preserve this mineral rich (calcium carbonate) aqueous toothpaste for shelf stability. A nature-identical version is also available. Vegan suitable.⁴

Puraloe™ 717PC organic, FFL whole leaf aloe vera

With a long history of promoting skin health and wellness, aloe vera is a nature-derived³ botanical solution for soothing gums. This certified-organic aloe vera is grown without pesticides and processed without additives, preservatives or solvents. It is managed responsibly from field-to-market and has received Fair for Life certification assuring ethical and responsible supply chains. It is traceably grown across ten Ashland-owned farms in Mexico. It is COSMOS*, Kosher and Halal-certified. Vegan suitable.⁴

Aqualon™ 9M31XF CMC

Derived from sustainable cellulose², this COSMOS*-validated and biodegradable thickener brings exceptional stand up to the toothpaste ribbon and prevents syneresis formation. With a natural origin content of 73% , it is also vegan suitable⁴ as well as Kosher and Halal-certified.

typical properties

description:	off-white paste
pH (1:3 water dispersion):	8.75
viscosity:	643 000 cP (Brookfield DV2T spindle D 2 RPM 1 minute 23°C)

This formulation has passed 3-months of stability testing at 45°C
It has passed preservative efficacy testing. It has not been optimized for flavor.

1. calculated based on COSMOS standard and ISO 16128-2:2017
2. wood-based cellulose is from suppliers that have made commitments to utilize standards set by the Forest Stewardship Council (FSC) and/or Program for the Endorsement of Forest Certification (PEFC)
3. 98% natural origin content by ISO-16128-2:2017
4. meets Ashland's criteria for animal content, testing and manufacturing practices

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ingredients (trade name INCI)		% w/w	supplier
phase A			
Glycerin	Glycerin	10.25	
Sorbitol, 70% solution	Sorbitol	20.85	
D.I. Water	Aqua/Water	15.21	
Aqualon™ 9M31XF CMC	Cellulose Gum	1.20	Ashland
Sodium citrate tribasic dihydrate	Sodium Citrate Dihydrate	1.00	
Xylitol	Xylitol	5.00	
Sodium bicarbonate, USP #1	Sodium Bicarbonate	0.50	
Magnasweet* SwE-003 flavor	Flavor	0.04	Matco Worldwide
Organic Stevia Extract Powder (98% Rebaudioside A (RA))	Rebaudioside A	0.20	
Benzyl alcohol	Benzyl Alcohol	1.00	
phase B			
Vicron* 25-11 Food Grade fine ground limestone	Calcium Carbonate	40.00	Specialty Minerals
Puraloe™ 717PC organic, FFL whole leaf aloe vera	Aloe Barbadensis Leaf Juice Powder	0.50	Ashland
Phyteq™ Raspberry N multifunctional technology	Raspberry Ketone	0.25	Ashland
Plantaren*1200 surfactant	Lauryl Glucoside	2.00	BASF
Amisoft* CS-11 surfactant	Sodium Cocoyl Glutamate	1.00	Ajinomoto
Natural Peppermint Oil (TAK-210808)	Flavor	1.00	Takasago
total		100.00%	

procedure

Note: Before starting divide the water quantity 50:50

1. Phase A: In a suitable container, add the glycerin and disperse the **Aqualon™ CMC** using an overhead mixer fitted with a propeller mixing blade at 800 -1,000 RPM.
2. Add sorbitol solution and mix at 800 -1,200 RPM for ~5-minutes.
3. Add ½ of the water to form the gel phase, mixing at 800-1,200 RPM for at least 15-minutes.
4. To the other portion of the water prepare the salt solution by dissolving the xylitol, sodium citrate, sodium bicarbonate, Magnasweet* flavor, stevia and benzyl alcohol using the propeller mixer.
5. Add the salt solution to the gel phase mixing at ~1,000 RPM, add the **Phyteq™ Raspberry multifunctional technology** and mix for ~15 minutes.
6. Phase B: Transfer the completed gel phase to a planetary vacuum mixer add the calcium carbonate and **Puraloe™ aloe vera** powder and mix under a minimum of 28" Hg vacuum for ~25 minutes.
7. Add the lauryl glucoside and sodium cocoyl glutamate and mix under a minimum of 28" vacuum at slow speed for 10-minutes.
8. Add the flavor and mix under a minimum of 28" Hg vacuum at slow mixing speed for 10 minutes.

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