

Taylor's 32 Natural Toothpaste Fact Sheet



About Taylor's 32

- Taylor's 32 is a shiny, dental company helping people care for teeth and gums naturally without compromise. Utilising Mother Nature's best ingredients, each toothpaste is formulated to be:
 - Natural;
 - Effective;
 - Free-from unnecessary chemicals; and
 - Enjoyable to use
- Will Taylor, founder of Taylor's 32 says: "Growing up in a family of dentists, there was always a never-ending supply of toothpaste at home, yet the basic choice was always the same: chemical based mass-market products, or healthier but less effective natural ones. Nothing out there hit the spot, so we decided to create our own."
- Taylor's 32 differs to other natural toothpastes by providing that 'dentist clean feeling' at home, naturally without compromising on efficacy or taste.

What makes Taylor's 32 natural?

- +92% of ingredients in each toothpaste are from natural origin. Over the next 12 months, Taylor's 32 is exploring ways to achieve accreditation to ensure our toothpastes can be certified as natural / organic.
- As we believe in full transparency, we breakdown the ingredients on our packaging clarifying source and function:

INGREDIENT	SOURCE	FUNCTION
Calcium Carbonate	Chalk	Gentle Abrasive
Glycerin	Vegetable	Moisture retention
Aqua	Purified Water	Moistener
Xylitol	Plant fibre	Enamel remineralisation
Sodium Bicarbonate	Natural mineral	Polisher
Silica	Natural ore	Structuring agent
Sodium Lauroyl Sarcosinate	Palm oil (sustainably sourced)	Foaming agent
Aroma	100% natural flavour	Fresh taste
Sodium Monofluorophosphate (1350ppm)	Calcium Fluoride	Helps prevent tooth decay
Cellulose Gum	Plant Fibre	Thickener
Tocopheryl Acetate	Vitamin E	May promote oral health

What makes Taylor's 32 effective?

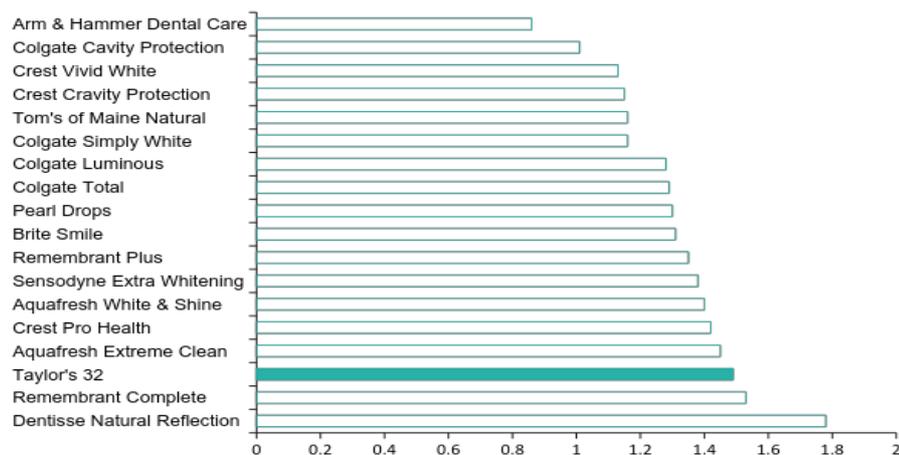
- Sodium bicarbonate and silica gently remove surface stains and restore natural whiteness;
- Xylitol and fluoride (1350ppm) inhibit plaque from sugar acids and re-strengthen tooth enamel;
- In terms of results, we evaluate this by looking at the Cleaning Efficiency index (stain removal power vs. abrasivity) using the following measures:
 - *Pellicle cleaning ratio (PCR) is the measure used to evaluate the stain removal/polishing ability. The higher the number, the better the cleaning ability of the toothpaste.*
 - *Relative dentin abrasion (RDA) is the measure of relative abrasion, essentially how aggressive a toothpaste is at cleaning your teeth. The higher the number, the more abrasive the toothpaste.*

...where the higher the Cleaning Efficiency Index (CEI) the more effective the toothpaste is at cleaning, calculated as follows: $CEI = (RDA + PCR - 50) \div RDA$

- Results from Taylor's 32 testing show:

	PCR	RDA	CEI
Taylor's 32	103.4	109	1.49

- We are very pleased to say that Taylor's 32 performs particularly well relative to other high street brands tested by The Journal of Clinical Dentistry:



(All data taken from the Journal of clinical dentistry (2011) VOL. XXII, NO. 1)

In what way is Taylor's 32 free-from unnecessary chemicals?

What is it?	Why is it controversial?	Our approach
<p>Sodium lauryl sulphate (SLS)</p> <ul style="list-style-type: none"> Present in nearly all personal hygiene and household cleaning products; helps to: <p>+ Sodium laureth sulphate (SLES)</p> <ul style="list-style-type: none"> breakdown molecules to help clean and lift dirt and impurities In the case of toothpaste, it creates the foaming effect typically perceived as an indicator of "cleaning action" 	<ul style="list-style-type: none"> Potential toxicity Potential links to cancer (however not proven) A skin irritant in high concentrations ⁽¹⁾ May impact respiratory and circulatory systems ⁽²⁾ Carcinogenic by-products such as Dioxane ⁽³⁾ 	<ul style="list-style-type: none"> We do not use SLS or SLES in our toothpastes - Instead we use Sodium Lauroyl Sarcosinate, Sodium Lauroyl Sarcosinate is proven to be not be toxic or carcinogenic with no irritating or sensitizing effects to humans or animals ⁽⁵⁾
<p>Artificial Preservatives</p> <ul style="list-style-type: none"> Chemicals not derived from natural sources that help increase shelf life in toiletries – e.g. Parabens 	<ul style="list-style-type: none"> Potential role of cancerous tumors (Parabens) considered accumulative in humans (with parabens found from extraction in human breast tissue) ⁽⁶⁾ 	<ul style="list-style-type: none"> We do not use artificial preservatives such as Parabens Instead, we use natural compounds such as Glycerin Glycerin helps retain moisture for extended longevity
<p>Artificial Sweeteners</p> <ul style="list-style-type: none"> These are chemicals not derived from natural sources that are added to products to improve their taste – e.g. Saccharin (commonly found in toothpastes) 	<ul style="list-style-type: none"> Saccharin breaks down into sugar acids Sugar acids can cause tooth decay by attacking enamel on your teeth ⁽⁷⁾ Links identified between saccharin and development of cancer in rodents ⁽⁸⁾ 	<ul style="list-style-type: none"> We do not use artificial sweeteners such as saccharin Instead, we use Xylitol, a naturally occurring compound derived from Birch tree bark and found in many fruit & vegetables. Xylitol is known to dispel bad bacteria, helping prevent tooth decay ⁽⁸⁾.
<p>Artificial Abrasives</p> <ul style="list-style-type: none"> These are chemicals not derived from natural sources that are added to toothpastes to remove plaque and whiten teeth – e.g. Aluminum Hydroxide. 	<ul style="list-style-type: none"> An effective abrasive, however has links to Alzheimer's disease ⁽⁹⁾. 	<ul style="list-style-type: none"> We do not use Aluminium Hydroxide, instead we use a combination of Calcium Carbonate and Sodium Bicarbonate (derived from natural sources) Both help to neutralise sugar acids in your mouth which can lead to tooth decay

References:

- <http://ijt.sagepub.com/content/2/7/127+5056>
- <https://toxnet.nlm.nih.gov/cgi-bin/sis/search/a?dbs+hsdb:@term+@DOCNO+5056>
- <http://business.edf.org/files/2015/05/7thGenCaseStudy.pdf>
- <http://www.ewg.org/skindeep/ingredient/726331/1,4-DIOXANE/#>
- <https://www.ncbi.nlm.nih.gov/pubmed/11358107>
- <https://www.ncbi.nlm.nih.gov/pubmed/1474584>
- <http://www.michaelsinkindds.com/blog/sugar-substitutes-can-cause-tooth-decay/>
- <https://www.ncbi.nlm.nih.gov/pubmed/71398>
- <https://www.ncbi.nlm.nih.gov/pubmed/2287776>
- [JOURNAL OF CLINICAL DENTISTRY \(2011\) VOL. XXII, NO. 1](#)

In what way is Taylor's 32 free-from unnecessary chemicals?

- Our toothpastes do **not** contain SLS (Sodium Lauryl Sulphate); artificial flavours, sweeteners, colourants, preservatives or abrasives; petrochemicals; or parabens.

What makes Taylor's 32 enjoyable to use compared to other natural toothpastes?

Taylor's 32 toothpaste come in three vibrant flavours:

- **Classic Mint:** A cleansing blend of spearmint & peppermint to give a pure and natural taste as well as that all important lasting freshness
- **Fennel & Mint:** Mixing sweet fennel with refreshing peppermint gives an aromatic combination to leave the mouth feeling soothed and clean
- **Grapefruit & Mint:** A zesty combination of bittersweet grapefruit & refreshing peppermint to wake up those taste buds and give long lasting freshness
- In 2018, Taylor's 32 was recognised as Best Natural Toothpaste by The Beauty Shortlist Awards and bronze recipient in the Free From Skincare awards with judges specifically highlighting flavour as a key reason for selection:
 - *Hands down the one of the best-tasting toothpastes we've come across. The Grapefruit & Mint blend is a win-win while the naturally whitening formula leaves your mouth feeling super-clean.* – Judges, The Beauty Shortlist
 - *"I loved it compared to my usual brand, it was a lot less sharp than the normal high street products ... I loved the flavour (I'm a big fan of fennel). The consistency was really nice too, not too pasty or gritty, just a smooth paste. Felt like my teeth were cleansed ... kept my mouth feeling fresh. Delivered."* – Judges, Free-from Skincare Awards

Where can I find it?

- Taylor's 32 can be found in the following retailers and the brand website (www.taylors32.com). If ordering from the website please use the code T32DENTAL to get 10% off your order.

Waitrose

 ocado

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