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TePe launches long-awaited toothpaste range for different oral care needs

A gentle fluoride toothpaste for every member of the family, for sensitive gums or for dry mouth. Meet TePe Daily and TePe Pure, the toothpaste options for different oral care needs – and the perfect complements to TePe's range of oral care solutions.

"Toothpaste is a natural complement to our existing range and a long-standing request from the dental community. The different varieties enable dental professionals to tailor their recommendations according to the patient's needs and preferences, such as sensitive oral mucosa and dry mouth, but also options for all ages without any unnecessary additives," said Dr Anna Nilvéus Olofsson, Specialist Paediatric Dentistry, Manager Odontology and Scientific Affairs, TePe.

TePe's assortment for preventive oral care includes a wide range of toothbrushes, special brushes and interdental cleaning devices. Likewise, the new gentle toothpaste range offers options for the whole family as well as patients with sensitive oral mucosa and dry mouth, thanks to its specially developed formula with carefully selected ingredients. The vegan formula is developed in Sweden, and the packaging is recyclable.

With a vision to contribute to global oral health, TePe offers a range developed in collaboration with dental experts and manufactured in Sweden. Using renewable materials and energy, TePe aims to continuously lower its carbon footprint and contribute to a healthier and more sustainable future.

Toothpaste details

The TePe Daily series is an everyday choice for every member of the family:

- TePe Daily for adults. NaF (1450 ppm Fluoride). Low-foaming and no SLS, with a mild peppermint flavour.
- TePe Daily Kids. 3-6 years. NaF (1000 ppm Fluoride). With an extra mild, minty flavour. No SLS and no foaming agents.
- TePe Daily Baby. 0-2 years, suitable from the very first tooth. NaF (1000 ppm Fluoride). No SLS, no foaming agents, no dye, no added flavour.

TePe Pure is the ideal choice for sensitive oral mucosa and dry mouth. NaF (1450 ppm Fluoride). No SLS, no foaming agents, no dye and no preservatives. Two options are available:

- TePe Pure Unflavoured.
- TePe Pure Peppermint, with a mild flavour.

For more information, please contact Maria Swartling-Jung, Communications Manager, TePe Oral Hygiene Products AB, +46 40 670 11 00, maria.jung@tepe.com.

TePe Oral Hygiene Products, founded by the Eklund family in 1965, is an international company headquartered in Malmö, Sweden. TePe has 400 employees and a turnover of MSEK 914 (2021). Based on sustainable innovation and the vision to bring healthy smiles for life, TePe offers a complete range of high-quality self-care solutions, developed in partnership with the dental profession. Marketed by subsidiaries and business creators in 80 countries, TePe's oral health products are available through dental practices, pharmacies, e-tail, and retail. For more information, visit www.tepe.com.