

## Reactie van tandpastaproducteur Urtekram (in groen, in het Engels) op vragen Kassa over aanbod fluoridevrije tandpasta

Worldwide there have been several scientific researches showing that brushing your teeth with a toothpaste with fluoride prevents dental caries. Furthermore, there has been no evidence that fluoride is harmful for human health.

Because of the proven benefits, the WHO states that toothpaste with fluoride is an essential product, that is "highly cost-effective and a unique public health intervention that combines cleaning of teeth and gums with a caries-preventive effect".

Now there are some toothpaste products, like the Urtekram toothpastes, that contain no fluoride. Therefore, I am curious to the following:

- Is the above information known to you?
  - The general lack of toxicity data in developed humans is something we are aware of.
  - However Sodium Fluoride, our source of fluoride in the products is classified as toxic, but the maximum allowed use levels in the EU 1450 ppm F<sup>-</sup> is indeed considered safe and we are aware of this.
- Why do you offer toothpaste specifically without fluoride?
  - We offer the toothpastes without fluoride as an alternative to the customers who want their toothpaste to be without fluoride for whichever reason they may have.
  - We also have a toothpaste with fluoride for the customers who prefer this option.
- Do your toothpastes without fluoride provide enough protection against dental caries?
  - We have not conducted any studies on the toothpastes without fluoride for efficacy on dental caries and can therefore not give a response to this
- Do you think the packages of the product without fluoride should state what the possible dangers and consequences of the absence of fluoride are?
  - Considering the already limited amount of space on most cosmetic products, we find that adding an additional warning to be unbeneficial to the consumers as the presence is already clearly labelled as required by the cosmetic legislation in the EU.
- Are those dangers now clearly enough stated on the current packaging?
  - Our fluoride free toothpastes do not have a warning as such, but does contain a recommendation to have another source of fluoride.