



## A Bite-Sized Solution for a Global Problem: Edmonton-Based Duo Launches Zero-Waste Toothpaste Alternative

*Change Toothpaste offers all natural toothpaste tablets that are just like paste, without the waste*

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This month, Edmonton-based startup Change Toothpaste will officially launch its zero-waste, all natural alternative to traditional toothpaste. Inspired by Change Toothpaste Founder Mike Medicoff's sixteen-year-old daughter Sydney, who set out to make her family's home as close to zero-waste as possible, Change Toothpaste offers an innovative solution for an increasingly dire problem. Each year, more than 900 million toothpaste tubes around the world are added to landfills and oceans. Standard tubes cannot be recycled and are made up of 11 layers of plastics, polymers and resins, which take over 500 years to break down.

Change Toothpaste is formulated in tablets that eliminate the need for a tube altogether. Packaged in a 100% compostable pouch, Change Toothpaste offers a product completely designed with the environment in mind. Even the mailers are packaged with recycled paper and are shipped through Canada Post's pre-established mail routes to reduce each delivery's carbon footprint.

"When we learned about how the simple act of brushing your teeth and tossing that tube in the garbage contributed to our global plastic problem, we knew we had to act," Medicoff says. "This is the small way we've chosen to educate about plastic pollution, and hopefully leave the planet in better condition than my kids found it."

Creating the tablets themselves has proven to be both an art and a science. Change Toothpaste Founders Mike Medicoff and Damien Vince knew that their product needed to work and taste just like toothpaste for people to change an ingrained habit. Together they formulated over 100 recipes and consulted with a dentist on the ingredient list before finding the perfect combination of texture, flavour and efficacy for the tablet. The recipe does not contain any harsh chemicals, gluten, dairy, nuts or soy and is vegan-friendly.

The final iteration of the tablet is mess-free and easy to use—simply bite down on the tablet a few times and brush with a wet toothbrush—making Change Toothpaste an especially attractive choice for air travelers who want to breeze through security without worrying about the liquid restrictions.

In order to ramp up production and provide Change Toothpaste to all Canadians, the company is launching an ATB BoostR campaign on November 7th to help raise capital to invest in equipment and supplies.

"We hope to raise \$10,000 from our BoostR campaign so we can meet production demands all

while keeping more tubes out of landfills,” says Vince, “we feel confident Albertans will be excited to support this initiative and work with us on this eco-solution.”

### **About Founder Mike Medicoff**

Inspired by the sustainability efforts of his own children, Mike Medicoff was motivated to take action in a way that would have a meaningful impact on their future. Change Toothpaste has become Medicoff’s platform to share the message reducing plastic consumption and to offer a simple solution for taking steps toward that lifestyle.

### **About Founder Damien Vince**

Having been raised in a family of recyclers, Damien Vince learned the importance of sustainability from an early age. Motivated to take an active role in the future of the environment, Vince works hard everyday to ensure Change Toothpaste betters the health of people and the planet.

Change Toothpaste Online: [changetoothpaste.com](http://changetoothpaste.com)

Instagram: [@change.toothpaste](https://www.instagram.com/change.toothpaste)

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