

Birch tree (Betula sp.)

We found a natural ingredient
that helps fight plaque
right in here.

Let's talk natural solutions that work.

Dear friends,

Like you, everyone at Tom's of Maine is concerned about the artificial ingredients in many personal care products today. So let's talk about natural solutions. More than just a great source of shade on a hot summer day, birch trees provide our toothpaste with xylitol, a natural ingredient that helps fight plaque. Xylitol comes from plants, fruits, and vegetables. And it's one of the many safe, natural ingredients that make our Whole Care™ toothpaste so effective. Whole Care™ fights plaque, controls tartar, whitens teeth, and prevents cavities without the use of artificial ingredients.

Our mission is to make authentic natural products that not only work for you, but also work for the environment and our communities. We share your belief that products should be produced in a sustainable way. Our goal is to source ingredients from organic farms that practice sustainable harvesting and always avoid animal ingredients and animal testing. We believe in bringing out the best in nature, because nature brings out the best in us. We hope you'll enjoy our Whole Care™ toothpaste. Let us know what you think!



Tom and Kate

— Tom & Kate Chappell,
cofounders of Tom's of Maine



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