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DENTTABS arrives in India with toothpaste tablets

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DENTTABS is delighted to announce its arrival in the Indian market, thereby paving way for the much needed sustainable brushing practices in India. Founded in Berlin, Germany, DENTTABS Toothpaste Tablets are the sustainable alternative to the conventional toothpaste as the brand offers its products in the form of toothpaste tablets composed of 100 per cent natural ingredients, vegan, free from plastic, artificial stabilisers or any other form of preservatives.

Unlike the regular toothpastes, DENTTABS Toothpaste Tablets do not require any deleterious stabilisers and additives due to its solid tablet form that has no water in its composition. The distinctive fluoride properties of DENTTABS Toothpaste Tablets also help to prevent decay and revitalise the aching tooth necks. Owing to such natural, ecological and resource-frugal practices, the brand also takes pride in its BDIH-COSMOS certification. DENTTABS Toothpaste Tablets are not merely an organic way to maintain oral hygiene, but also functions as a tool to protect the environment as its packaging material is based on cornstarch laminated with paper, designed for industrial compost.

Pragya Kapoor, a phenomenal producer, a loving mother of two and an avid conservationist with colossal zeal for sustainability and eco-friendly practices has been appointed as the face of DENTTABS brand in India. Pragya's personal values strongly resonate with what the brand stands for, she is immensely delighted to represent DENTTABS in the Indian market. "DENTTABs reinvented the idea of dental care for me" says Pragya Kapoor.

With just three simple steps, Bite-Chew, Brush-Polish and Rinse-Done, DENTTABS Toothpaste Tablets leave your teeth with a natural glow, smoothness and a refreshing feeling to start your day happy, healthy and enjoy the long lasting freshness through the day! The product portfolio offers customers the option of using the tablets with or without fluoride depending on their preferences. The brand also offers bamboo toothbrushes whose soft and supple Nylon 6 bristles make it possible to tenderly clean the inter-tooth spaces whilst polishing the enamel. The brand sells its products online through its own webshop and also in select sustainable e-com market places, zero waste shops in select cities in India.