

Comparison of Squigle®, Squigle® Jr & Tooth Builder® Toothpastes

	Squigle®	Squigle® Jr	Tooth Builder®
Ingredients	Sodium Fluoride – prevents cavities Xylitol – prevents plaque, boosts fluoride Purified Water – texture Silica – polishes, cleans Glycerin – moistener Poloxamer – super mild detergent Cellulose gum – thickener, foamer Flavor - Peppermint Anatase – safe color Methocel® – foamer, thickener Glycyrrhizin – flavor Sodium Hydroxide – adjusts pH	Xylitol – prevents plaque Purified Water – texture Calcite – polishes and cleans, plugs open tubules, heals decay Glycerin – moistener Poloxamer – super mild detergent Cellulose gum – thickener, foamer Methocel – foamer, thickener Flavor - Raspberry Calcium Propionate – antimicrobial, heals decay Lactoferrin – antibicrobial	Xylitol – prevents plaque Purified Water – texture Calcite – polishes and cleans, plugs open tubules, heals decay Glycerin – moistener Poloxamer – super mild detergent Cellulose gum – thickener, foamer Methocel® – foamer, thickener Calcium Propionate – antimicrobial, heals decay Lactoferrin – antibicrobial
Amount of Xylitol	36%	36%	36%
Helps Avoid	<ul style="list-style-type: none"> • Bad breath • Canker sores • Gum disease • Cavities • Plaque, tartar • Surface stain • Perioral dermatitis • Chapped lips • Dry mouth 	<ul style="list-style-type: none"> • Sensitive tooth pain • Bad breath • Canker sores • Gum disease • Cavities • Plaque, tartar • Surface stain • Perioral dermatitis • Chapped lips • Dry mouth 	<ul style="list-style-type: none"> • Sensitive tooth pain • Bad breath • Canker sores • Gum disease • Cavities • Plaque, tartar • Surface stain • Perioral dermatitis • Chapped lips • Dry mouth
Reduces tooth sensitivity	50% of people with sensitivity	99% of people with sensitivity	99% of people with sensitivity
Fluoride	Yes	None	None
Detergent system	the Mildest*	the Mildest*	the Mildest*
Nanocized calcite	No	Yes (seals exposed dentin; nanosized	Yes (seals exposed dentin; nanosized

		calcite crystals plug open dentinal tubules)	calcite crystals plug open dentinal tubules)
Salicylates	None	None	None
Sodium lauryl sulfate (SLS)	None	None	None
Soluble calcium	No	Yes	Yes
Free of: <ul style="list-style-type: none"> • harsh abrasives • stinging flavors • tartar control agents • bleaches 	Yes	Yes	Yes
Flavors	Mild Peppermint	Raspberry	No added flavor
Vegan	Yes	No (lactoferrin is made from cow's milk)	No (lactoferrin is made from cow's milk)
	Shop for Squigle Toothpaste with Fluoride (also known as Enamel Saver)	Shop for Squigle Jr Toothpaste Fluoride Free)	Shop for Tooth Builder Sensitive Toothpaste (Fluoride Free)
*Squigle's (including Squigle Jr and Tooth Builder) detergent system is extremely efficient at removing plaque and mouth detritus, while at the same time, it's the mildest – it's even used in artificial tears.			