

Plant-Based Compostable Toothbrush Taking A Bite Out Of Dental Product Waste

World Centric Launches First Of Its Kind Toothbrush in the U.S.

www.worldcentric.org

(Palo Alto, California) – Every year in the United States some 450 million plastic toothbrushes make their way to landfills nationally. The majority of those toothbrushes will never biodegrade and will remain for decades. To reduce those staggering numbers, a company known for creating a long line of compostable products made from plants, not petroleum, is launching the first compostable toothbrush in the United States.

World Centric has unveiled a line of compostable toothbrushes and travel cases made from a plant based resin called Ingeo™. The toothbrush and case are certified compostable by the Biodegradable Products Institute (BPI). They are also more environmentally friendly than petroleum-based toothbrushes, as Ingeo™ requires less energy to produce than petroleum-based plastic resins, creating a smaller carbon footprint.

The World Centric toothbrush is designed to fully compost within 3 to 6 six months when sent to a commercial composting facility. Simply throwing the World Centric toothbrush and case away and off to the landfill will not allow it to biodegrade. Landfills are created to avoid degradation and will not break down the toothbrushes. For those customers who don't have access to a commercial composting facility in their area, World Centric will even provide a prepaid envelope so the toothbrush and case can be returned to World Centric. World Centric will then send the returned product to a commercial composting facility for biodegradation.

The soft bristles of the toothbrush are made of nylon but are not compostable – the industry is still working to come up with bristles that are fully compostable. A handy notch between the head and the handle of the toothbrush is designed to make it easy to break off the head prior to sending it to the composting facility. The 7-inch World Centric toothbrush and case comes in blue, green and orange and sells for \$4.55. They are available at natural grocery stores, select regional Whole Foods locations and online at: www.worldcentric.org

###

About World Centric: Since 2004, World Centric has provided high quality compostable food service disposables and food packaging products for use in schools, corporate cafeterias, restaurants, hospitals, homes, etc. The World Centric products are made from annually renewable plants including sugarcane and wheat straw fiber, which are by-products of the agriculture industry. World Centric uses these materials to make sustainable alternatives to plastics and Styrofoam. The company sports a zero carbon footprint and donates a full 25% of its annual profits to grassroots social and environmental organizations. . For a complete listing of the World Centric product line, go to: www.worldcentric.org.