



BLACK LINE



Target group

People who want to be surprised and love innovations in exclusive ways.

Psychographics

It's an innovative product, crazy fun and effective.

Black toothpaste for a white smile? Yes, not only unconventional flavors, but also an unconventional color for toothpaste. Conquering the sympathies of ecodenta consumers worldwide, it's no wonder that our black toothpaste has been the best-selling product in the lineup for 10 years.

“ Yes, black toothpaste.

INCI: Aqua*, Glycerin*, Hydrated Silica*, Sorbitol*, Disodium Cocoyl Glutamate*, Aroma, Tetrasodium Pyrophosphate*, Charcoal Powder*, Epigallocatechin Gallate*, Mentha Arvensis Herb Oil*, Xanthan Gum*, Sodium Saccharin, Polyglyceryl-10 Stearate*, Polyglyceryl-10 Myristate*, Polyglycerin-10*, Sodium Dehydroacetate*, Citric Acid*, Limonene.

*Ingredients of natural origin.



Black whitening toothpaste 100 ml



Yes, black toothpaste. It effectively whitens teeth, successfully wipes out plaque and its extremely long-lasting freshness effect is phenomenal. Innovative brilliance created by our laboratory experts to keep your teeth white and beautiful.

black charcoal acts like a natural teeth whitener

salt prevents tartar from build-up

green tea extract fights plaque, decay and gingivitis. It also effectively combats bad breath

mint essential oil provides extremely long-lasting freshness



EAN: 4770001336991

“Sweet Orange!”

INCI: Aqua*, Glycerin*, Hydrated Silica*, Sorbitol*, Disodium Cocoyl Glutamate*, Aroma, Tetrasodium Pyrophosphate, Charcoal Powder*, Mentha Piperita (Peppermint) Oil*, Polyglyceryl-10 Stearate*, Polyglyceryl-10 Myristate*, Polyglycerin-10*, Sodium Dehydroacetate, Citric Acid*, Xanthan Gum*, Epigallocatechin Gallate, Sodium Saccharin, Sodium Chloride*, Sodium Glutamate*, Sodium Cocoate*, Isopropyl Alcohol, Citrus Aurantium Amara Peel Oil, Citrus Aurantium Dulcis Peel Oil, Citrus Sinensis Peel Oil, Mentha Piperita, Limonene, Menthol, beta-Caryophyllene, Pinene.

*Ingredients of natural origin.



Black orange whitening toothpaste 100 ml

We know how much everyone loves our black toothpaste. So, we made it extra awesome. Still full of nature, but now with the taste of fresh oranges. And as usual, it effectively whitens teeth, fights plaque and now has an orange-tasting freshness.

black charcoal acts like a natural teeth whitener

salt prevents tartar from build-up

green tea extract fights plaque, decay and gingivitis. It also effectively combats bad breath



EAN: 4770001003367

“
Dessert for your smile!

INCI: Aqua*, Glycerin*, Hydrated Silica*, Sorbitol*, Disodium Cocoyl Glutamate*, Tetrasodium Pyrophosphate, Aroma, Xanthan Gum*, Pentylene Glycol*, Methyl Diisopropyl Propionamide, Sodium Cocoate*, Sodium Saccharin, Sodium Glutamate*, Sodium Chloride*, Charcoal Powder*, Polyglyceryl-10 Stearate*, Polyglyceryl-10 Myristate*, Polyglycerin-10*, Sodium Dehydroacetate, Sodium Sulfate, Citric Acid*, Isopropyl Alcohol, Eugenia Caryophyllus Leaf Oil, Eugenia Caryophyllus Flower Oil, Eugenia Caryophyllus Stem Oil, Eugenia Caryophyllus Bud Oil, Cinnamal, Eugenol, Carvone, Menthol, Methyl Salicylate.

*Ingredients of natural origin.



Black cinnamon whitening toothpaste 100 ml

Each time you brush your teeth, you’ll feel like you’re giving yourself a little treat, and a fresh cinnamon taste will follow you all day long. Of course, this great flavor works hand-in-hand with our innovative formula which effectively whitens teeth, fights plaque and gently cleans.

black charcoal acts like a natural teeth whitener
salt prevents tartar from build-up
sorbitol acts as a natural moisturizer



EAN: 4770001007204

“A burst of lava freshness!”

INCI: Glycerin*, Aqua*, Hydrated Silica*, Disodium Cocoyl Glutamate*, Xylitol*, Tetrasodium Pyrophosphate, Aroma*, Xanthan Gum*, Maris Aqua*, Lava Powder*, Charcoal Powder*, Sodium Chloride, Menthol*, Sodium Fluoride* (1450 ppm F⁻), Sodium Saccharin, Calcium Sodium Borosilicate*, Polyglyceryl-10 Stearate*, Polyglyceryl-10 Myristate*, Polyglycerin-10*, Sodium Dehydroacetate, Silica*, Tin Oxide*, Citric Acid, Potassium Sorbate, Sodium Benzoate, Eucalyptus Globulus Leaf Oil, Eucalyptus Globulus Leaf/Twig Oil, Limonene, Anethole, Pinene, 77492*, 77891*.

*Ingredients of natural origin.



Black whitening toothpaste with volcanic minerals 100ml

This black whitening toothpaste with powerful volcanic minerals gently cleans and whitens your teeth, helps to remove plaque and moisturize the oral mucosa. Menthol provides a pleasant and long-lasting feeling of freshness with a cooling effect.

black charcoal + lava powder ensures thorough teeth cleansing and provides whitening effect;

xylitol effectively battles caries;

salt prevents tartar from build-up;

fluoride (1450 ppm F⁻) protects against caries, increases acid resistance of enamel;

menthol provides extremely long-lasting freshness.



EAN: 4770001009079

“
**Turns black when you
shake it!**

INCI: Aqua*, Sorbitol*, Glycerin*, Polysorbate 20, Tetrasodium Pyrophosphate*, Ethylhexylglycerin, 1,3-Propanediol, Tetrapotassium Pyrophosphate, Charcoal Powder*, Mentha Arvensis Herb Oil*, Polyglyceryl-10 Stearate*, Polyglyceryl-10 Myristate*, Polyglycerin-10*, Sodium Dehydroacetate*, Sodium Saccharin, Citric Acid*.

*Ingredients of natural origin.



Extraordinary whitening mouthwash with black charcoal 500 ml

This transparent mouthwash turns black when you shake it. Charcoal, salts and Mint essential oil as an extraordinary combo in our whitening mouthwash.

- black charcoal acts like a natural teeth whitener
- salt prevents tartar from build-up
- mint essential oil provides extremely long-lasting freshness



EAN: 4770001337264