

Zerolla



Natural & zero-waste oral care



It all started with a question

**Are synthetic
ingredients found in
regular oral care really
necessary?**

Zerolla

Origin story

Back in 2014, Alessandro realised conventional oral care, with its synthetic ingredients, poses more risk to our health than benefit to our teeth. He started to formulate a 100% natural, synthetic-free toothpaste that could effectively clean & nourish teeth without the harm of chemicals. Today, we are the UK's leading natural, sustainable oral care brand.

Our values



100% natural

Common toothpastes are made with synthetics that end up absorbing. Instead, we use 100% natural, organic ingredients.

Zero-waste

Zerolla is made in small batches with UK-sourced ingredients. Our plastic-free packaging produces zero waste.

Eco-effective

We care for both the environment & our health, so we use renewable ingredients with naturally powerful properties.



Christine
Renier
Co-founder

Gemma
Pond
Co-founder

Alessandro
Rocchi
Founder

Zerolla



The oral care plastic crisis

Over 20 billion tubes are landfilled or incinerated every year. Most tubes, including aluminium ones, cannot be recycled.

95% of toothpaste is synthetic

Mainstream oral care is filled with SLS, parabens, PEGs & colourants. Used for shelf-life and economy, and often linked to side effects.

Myth of 'natural doesn't work'

With years of big-pharma marketing campaigns, consumers often believe that eco and natural oral doesn't work as well.



No more waste in oral care

Using a range of plastic-free and zero-waste packaging materials, with refillable formats, we entirely cut the oral care category impact.

We make it 100% natural

We transparently use clean and safe ingredients that are 100% naturally sourced, and always free from harsh and irritating chemicals.

Effectiveness proven by studies

Tested to strengthen, whiten the enamel, and support your microbiome. Now, natural and effective oral care is one formula.

VS

ECO NATURAL TOOTHPASTE TABLETS



All the clean you need into one tiny, travel-easy crunch. Whitening Sodium Bicarbonate lifts surface stains & Kaolin Clay to help remove plaque. The pH-balancing formula supports a healthier oral microbiome, without SLS, sodium fluoride, or any unnecessary chemicals.

PACKAGING

Cardboard Box*, Paper Label^, Glass Jar*, Aluminium Lid*. *Recyclable, ^Compostable.

SUPPLY

100 tablets / 4 weeks / Used twice a day



Double Mint



INGREDIENTS

Sodium Bicarbonate^, Tartaric Acid^, Citric Acid^, Calcium Carbonate^, Kaolin^, Potassium Bitartrate^, Xylitol^, Mentha Piperita Oil*, Mentha Spicata Herb Oil*, Menthol^, Calcium Fluoride^, Limonene.
Origin: *Organic, ^Natural.



Size: 100 tabs
SKU: NTT-100M
RRP: £6.90
Case: 10 units

Italian Lemon



INGREDIENTS

Sodium Bicarbonate^, Tartaric Acid^, Citric Acid^, Calcium Carbonate^, Kaolin^, Potassium Bitartrate^, Xylitol^, Citrus Limon Peel Oil*, Citrus Aurantium Dulcis Peel Oil*, Menthol^, Limonene.
Origin: *Organic, ^Natural

Size: 100 tabs
SKU: NTT-100L
RRP: £6.90
Case: 10 units

Charcoal Thyme



INGREDIENTS

Charcoal Thyme: Sodium Bicarbonate^, Tartaric Acid^, Citric Acid^, Calcium Carbonate^, Kaolin^, Charcoal Powder^, Xylitol^, Potassium Bitartrate^, Thymus Vulgaris Oil*, Menthol^, Limonene, Linalol.
Origin: *Organic, ^Natural

Size: 100 tabs
SKU: NTT-100T
RRP: £6.90
Case: 10 units

ECO NATURAL MOUTHWASH TABLETS



Add our Eco Natural Mouthwash Tablets to around 10ml of water & gargle for a healthy mouth & fresh breath. We use natural organic essential oils to flavour, with no alcohol or other damaging ingredients found in many conventional mouthwashes.

PACKAGING

Cardboard Box*, Paper Label^, Glass Jar*, Aluminium Lid*. *Recyclable, ^Compostable.

SUPPLY

150 tablets / 2.5 months / Used twice a day



Take
10-20ml
of water



Let the
tablet
dissolve



Gargle for
30 sec, then
spit out



Double Mint



INGREDIENTS

Sodium Bicarbonate^, Tartaric Acid^, Citric Acid^, Mentha Piperita Oil*, Xylitol^, Mentha Spicata Herb Oil*, Menthol^, Calcium Fluoride^, Limonene.
Origin: *Organic, ^Natural.



Size: 150 tabs
SKU: NMT-150M
RRP: £6.90|
Case: 10 units

Italian Lemon



INGREDIENTS

Sodium Bicarbonate^, Tartaric Acid^, Citric Acid^, Citrus Limon Peel Oil*, Citrus Aurantium Dulcis Peel Oil*, Xylitol^, Menthol^, Limonene.
Origin: *Organic, ^Natural

Size: 150 tabs
SKU: NMT-150L
RRP: £6.90
Case: 10 units

Charcoal Thyme



INGREDIENTS

Sodium Bicarbonate^, Tartaric Acid^, Citric Acid^, Charcoal Powder^, Thymus Vulgaris Oil*, Xylitol^, Menthol^, Limonene, Linalol.
Origin: *Organic, ^Natural

Size: 150 tabs
SKU: NMT-150T
RRP: £6.90
Case: 10 units

ECO NATURAL OIL PULLING MOUTHWASH



Our Eco Natural Oil Pulling Mouthwash, is a modern take on the ancient Ayurvedic medicine ritual. Made from organic Coconut & Sesame oils, it helps lift plaque, lower harmful bacteria count & support a balanced oral microbiome.

PACKAGING

Cardboard Box*, Paper Label^, Glass Jar*, Aluminium Lid*, Bamboo Spatula^. *Recyclable, ^Compostable.

SUPPLY

60ml / 15-20 uses / 1 teaspoon per use



Use the wooden spatula



Pull for 5 up to 20 minutes



Spit out without rinsing



Double Mint



INGREDIENTS

Cocos Nucifera Oil*, Sesamum Indicum Seed Oil*, Mentha Piperita Oil*, Mentha Spicata Herb Oil*, Tocopherol^, Menthol^, Limonene. Origin: *Organic, ^Natural.

Size: 60ml
SKU: NOP-60M
RRP: £6.90
Case: 10 units

Italian Lemon



INGREDIENTS

Cocos Nucifera Oil*, Sesamum Indicum Seed Oil*, Citrus Limon Peel Oil*, Citrus Aurantium Dulcis Peel Oil*, Tocopherol^, Menthol^, Limonene. Origin: *Organic, ^Natural

Size: 60ml
SKU: NOP-60L
RRP: £6.90
Case: 10 units

Charcoal Thyme



INGREDIENTS

Cocos Nucifera Oil*, Sesamum Indicum Seed Oil*, Thymus Vulgaris Oil*, Charcoal Powder^, Tocopherol^, Menthol^, Limonene, Linalol. Origin: *Organic, ^Natural

Size: 60ml
SKU: NOP-60T
RRP: £6.90
Case: 10 units

ECO BIOBASED BAMBOO TOOTHBRUSH



Our Biobased Toothbrushes, made with Castor oil bristles & compostable Bamboo from sustainable forests, come in plastic-free packaging from FSC paper. Fully compostable, with a snap-off line to recycle the heads through our ZTL scheme.

PACKAGING

Cardboard Box^{^^} & Vegetable Ink^{^^}. Recyclable,
[^]Compostable.

MATERIALS

Bamboo Handle^{^^}, Bionylon Bristles*.
[^]Compostable, *Renewable.



Use the
Bamboo
spatula



Use a
pea-sized
amount



Brush for 2
minutes
& spit out



Soft



INGREDIENTS

Bamboo Handle^{^^},
Bionylon 0.15mm
Bristles*.
[^]Compostable,
*Renewable.

SKU: BBT-S
RRP: £2.90
Case: 50 units

Medium



INGREDIENTS

Bamboo Handle^{^^},
Bionylon 0.18mm
Bristles*.
[^]Compostable,
*Renewable.

SKU: BBT-M
RRP: £2.90
Case: 50 units

Firm



INGREDIENTS

Bamboo Handle^{^^},
Bionylon 0.20mm
Bristles*.
[^]Compostable,
*Renewable.

SKU: BBT-F
RRP: £2.90
Case: 50 units

Kid's



INGREDIENTS

Bamboo Handle^{^^},
Bionylon 0.18mm
Bristles*.
[^]Compostable,
*Renewable.

SKU: BBT-K
RRP: £2.90
Case: 50 units

ECO BIOBASED DENTAL FLOSS



BIOBASED
INGREDIENTS



COMPOSTABLE
PACKAGING



CRUELTY
FREE



COMPOSTABLE
BAMBOO



BPA-FREE
BRISTLES



PLASTIC
FREE

Made from Castor oil & coated in Candelilla wax, our Eco Dental Floss is an alternative to traditional polyester & petroleum-based flosses. Cleans all the lovely nooks & crannies where bacteria love to party. It comes in a plastic-free dispenser.

PACKAGING

Cardboard Box*[^] & Vegetable Ink*[^]. Recyclable,
[^]Compostable.

SUPPLY

50m / 125 uses or 4 months / Used daily.



Pull
40 cm
of floss



Roll it
around
fingers



Floss
close to
gum line



50 metres



MATERIALS

Bionylon Floss*,
Candelilla Wax*[^].
[^]Compostable,
*Renewable.

SKU: BDF
RRP: £3.90
Case: 30 units

ECO BIOBASED BAMBOO TONGUE SCRAPER



BIOBASED
INGREDIENTS



COMPOSTABLE
PACKAGING



CRUELTY
FREE



COMPOSTABLE
BAMBOO



BPA-FREE
BRISTLES



PLASTIC
FREE

Our 100% compostable Bamboo Tongue Scraper gently lifts away bacteria, food debris, & tongue coating that brushing alone misses, thanks to a soft, smooth wooden edge. A sustainable, zero-waste switch that keeps plastic tongue scrapers out of landfill.

PACKAGING

Cardboard Box** & Vegetable Ink**. Recyclable,
^Compostable.

SUPPLY

We recommend replacing it every 6 months.



Stick
out your
tongue



Scrape it
back to
front



Repeat til
tongue is
clean



Self-standing



MATERIALS

Bamboo Handle**,
Bamboo Scraper**.

*Renewable,
^Compostable.

SKU: BTS

RRP: £3.90

Case: 30 units

ECO ELECTRIC SONIC TOOTHBRUSH



Our Sonic Toothbrush removes twice as much plaque & tartar as manual brushing. With 5 brushing modes & 3 intensities, it means less gingivitis & bleeding gums. It comes in plastic-free packaging & recyclable heads.

MODES

Clean / 38000 vpm
White / 33000 vpm
Polish / 32000 vpm
Sensitive / 30000 vpm
Gum Care / 50000 vpm

PACKAGING

Cardboard Box* & Vegetable Ink*. *Recyclable.



Full Set



INGREDIENTS

BPA-free Plastic Body*,
BPA-free Nylon Bristles*,
Lithium Battery*. *ZTL
recyclable

SKU: EST-S
RRP: £44.90
Case: 1 unit

Extra Heads



INGREDIENTS

BPA-free Plastic Body*,
BPA-free Nylon Bristles*.
*ZTL recyclable

SKU: EST-H
RRP: £7.90
Case: 10 units

ECO ELECTRIC WATER FLOSSER



Our Water Flosser blasts away plaque & food debris from those awkward-to-reach areas, which causes gingivitis & bad breath. With 5 flossing modes & a set of 6 specialised nozzles, it's a jet-powered secret weapon in the fight for periodontal perfection.

MODES

Sensitive / 700 PPM / 55-60 PSI

Gentle / 900 PPM / 70 PSI

Normal / 1000 PPM / 85 PSI

Intense / 1200 PPM / 100 PSI

Pulsing / 80 PPM / 80 PSI

PACKAGING

Cardboard Box* & Vegetable Ink*. *Recyclable.



Full Set



INGREDIENTS

BPA-free Plastic Body*,
BPA-free Nylon Bristles*,
Lithium Battery*.
*ZTL recyclable

SKU: EWF-S

RRP: £44.90

Case: 1 unit

Extra Nozzles



INGREDIENTS

BPA-free Plastic
Body*, BPA-free
Nylon Bristles*.
*ZTL recyclable

SKU: EWF-N

RRP: £7.90

Case: 10 units



Work with us

WORK WITH US

We specialise in supplying sustainable stores & health shops, working with over 2000 retailers, across UK & Europe.

STOCKISTS

Visit zerolla.trade to sign up or log into your wholesale account.

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