

# 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.

Gemma  
Pond  
Co-founder

Christine  
Renier  
Co-founder

Alessandro  
Rocchi  
Founder



## 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.

VS



## 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.

# 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



Take  
one  
tablet



Chew  
the  
tablet



Brush for  
2 minutes  
& spit out



## 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<sup>^A</sup> & Vegetable Ink<sup>^A</sup>. Recyclable, <sup>A</sup>Compostable.

## MATERIALS

Bamboo Handle<sup>^A</sup>, Bionylon Bristles\*.  
<sup>A</sup>Compostable, \*Renewable.



Use the  
Bamboo  
spatula



Use a  
pea-sized  
amount



Brush for 2  
minutes  
& spit out

## Soft



### INGREDIENTS

Bamboo Handle<sup>^A</sup>,  
Bionylon 0.15mm  
Bristles\*.  
<sup>A</sup>Compostable,  
\*Renewable.

SKU: BBT-S  
RRP: £2.90  
Case: 50 units

## Medium



### INGREDIENTS

Bamboo Handle<sup>^A</sup>,  
Bionylon 0.18mm  
Bristles\*.  
<sup>A</sup>Compostable,  
\*Renewable.

SKU: BBT-M  
RRP: £2.90  
Case: 50 units

## Firm



### INGREDIENTS

Bamboo Handle<sup>^A</sup>,  
Bionylon 0.20mm  
Bristles\*.  
<sup>A</sup>Compostable,  
\*Renewable.

SKU: BBT-F  
RRP: £2.90  
Case: 50 units

## Kid's



### INGREDIENTS

Bamboo Handle<sup>^A</sup>,  
Bionylon 0.18mm  
Bristles\*.  
<sup>A</sup>Compostable,  
\*Renewable.

SKU: BBT-K  
RRP: £2.90  
Case: 50 units

# ECO BIOBASED DENTAL FLOSS



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.



50 metres



## MATERIALS

Bionylon Floss\*, Candelilla Wax^\*.  
^Compostable,  
\*Renewable.

SKU: BDF

RRP: £3.90

Case: 30 units

# ECO BIOBASED BAMBOO TONGUE SCRAPER



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<sup>\*\*</sup> & Vegetable Ink<sup>\*\*</sup>. Recyclable, <sup>^</sup>Compostable.

## SUPPLY

We recommend replacing it every 6 months.



## Self-standing



## MATERIALS

Bamboo Handle<sup>\*\*</sup>,  
Bamboo Scraper<sup>\*\*</sup>.

<sup>\*</sup>Renewable,  
<sup>^</sup>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.



Highest water-proof



FDA & CE Approved



15+ days  
Battery life with 1 charge



## 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

# Zerolla



## 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](https://zerolla.trade) to sign up or log into your wholesale account.

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