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FOR IMMEDIATE RELEASE

NEW TOOTHPASTE IS AN ALTERNATIVE TO THE 560 MILLION TUBES OF USED PASTE DUMPED IN LANDFILLS EACH YEAR.

Lakewood, Co, July 7, 2011 --- Archtek, Inc., a Lakewood, Colorado company has launched a new environmentally friendly concept of toothpaste in a tablet form. The tablet is placed in the mouth; chewed, followed by a brushing action that turns it into foam in the mouth.

The toothpaste tablets come in bottles that are similar to those containing nutritional supplements and not in tubes. When empty, they are recycled as compared to the approximately 560 million tubes of used paste that are dumped in landfills each year in the United States alone.

According to Archtek's owner, Scott Jacobs, "the time has come to offer a green alternative to paste in a tube. The dental profession is extremely aware of the need to reduce their carbon footprint and a tablet form of dentifrice will have immediate and long lasting environmental implications."

The tablets are also more sanitary than toothpaste with no transmission of bacteria and virus by swiping a used toothbrush against the end of a tube of paste. In addition, TSA allows them in airline carry on luggage in any quantity.

Toothpaste was invented in the 19th century when sustainability was not an issue. Today, approximately 140 years later, the consumer has a choice with a new environmentally friendly alternative for oral health.



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