

RADIUS®

Better cleaning for a better world

A better care company inspired by
nature and designed with purpose for
a better you and a better world.



madebyradius.com

Who We Are

RADIUS® is a better care company inspired by nature and designed with purpose for a better you & a better world.

Started by an architect, we set out on a mission to make everyday objects that are better for people and better for the environment.

We started by solving an everyday problem with a simple object, the toothbrush.

And we had a simple idea: In a sea of false claims and absurd features, we took a different path - to create a more honest and effective product.

We applied ergonomic design and luxury materials to engineer a toothbrush that cleans better in your mouth, feels better in your hand, and treats the planet better with a focus on sustainability.

And that was just the start. We've taken that philosophy and vision of **every day better** to create sustainable toothpastes, flosses, pet care, and other daily use objects we think you (and your pet) will love, too.

Our process is transparent: We use earth-friendly materials and sustainable manufacturing, even owning and operating our own factory right here in the US. We're also proudly women-owned and operated and family-run, ensuring every product is designed for a better you and a better world.

Our message is clear: Your mouth deserves better, and so does the environment.

Join us in this movement of Better Cleaning for a Better World.

Less waste more sparkle

We believe in being
logically sustainable.

We're not into greenwashing.
We're not into fads. We're not
going to claim our products are
sustainable when they're not. We
use logic and innovation to create
products that make sense for you
and the environment.

All RADIUS® toothbrushes, travel
cases, and accessories are
enhanced with EcoPure® making
them biodegradable in a landfill.
We are actively working towards
making our entire product
portfolio landfill biodegradable
with plastic-free or plant-based
packaging in the coming year.



At the center of RADIUS is
the commitment to create a
product that is better for
you and the world.

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Word of Mouth

Don't take our word for it. Fans share their love for RADIUS across the globe.

A matcha made in heaven

I highly recommend if you're into natural tooth care. Not only does it taste great, but it feels clean too. I have tried many natural tooth paste and this one is one of my favorite.

Megan
Instagram User

I've got a big mouth, I can handle it

Martha Stewart
The Martha Stewart Show

The TOUR™ is the "best travel toothbrush by far"

I travel A LOT and try to travel light. These are the best travel toothbrushes I've found by far. The bristles are soft but don't deform quickly and the handle is a comfortable shape to hold.



Jon
5 Star Review
Amazon.com

Better
Homes
and Gardens

babyMaternity
MAGAZINE

betternutrition
THE SCIENCE OF EATING THE NATURAL WAY

BusinessWeek

THE
DR.
OZ
SHOW



THE
early
show

ESSENCE

Good Housekeeping

InStyle

MARTHA STEWART
AMERICAN MADE

Living

MARTHA
THE MARTHA STEWART SHOW

Men'sHealth



NEWBEAUTY
MAGAZINE

NEWYORK



next
awards

ORGANIC
Gardening

PACKAGING
DIGEST

REALSIMPLE

THE
STRATEGIST

TIME

VOGUE

The Washington Post

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Toothbrush

Intentionally designed and
innovative - we've got a brush
for everyone in the family



THE FOREVER BRUSH™

COLLECTION



PLANT-BASED, BIODEGRADABLE HANDLES THAT YOU KEEP FOREVER + REPLACEABLE HEADS TO REDUCE WASTE FOR A SPARKLING SMILE & A HAPPY PLANET



SWAP.
CLICK.
BRUSH.



BIG BRUSH™

BIGGER BRUSH FOR A BETTER CLEAN
MADE WITH PLANT-BASED RESIN



SOURCE™ BRUSH

SUSTAINABLE FROM TOP TO BOTTOM
MADE WITH UPCYCLED MATERIALS



TOUR™ TRAVEL BRUSH

CLEANER TRAVEL + A CLEANER WORLD
MADE FROM RENEWABLE TIMBER



REPLACEMENT BRUSH HEADS

THE CHOICE IS YOURS.
PICK YOUR FOREVER HANDLE.
PICK YOUR BRUSH.

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Big Brush™ with Replaceable Head

Forever Brush™ Collection

REPLACEABLE HEAD
FOR REDUCED WASTE

MADE WITH ECOPURE®
TO ENHANCE LANDFILL
BIODEGRADATION

SUPER-SIZED
BRUSH TO
REMOVE TARTAR
& MASSAGE GUMS

ERGONOMIC
HANDLE FOR A
BETTER GRIP

Designed to clean up your mouth and our world, the handle is reusable forever and made from renewable timber. By using this Replacement Head, 90 out of every 100 toothbrushes escape the fate of landfills. The Big Brush™ was engineered to protect your mouth and our environment in the days to come.



SUSTAINABLE IN A BIG WAY

A plant-based handle that is biodegradable in landfills and recyclable (#7) with plant-based bristles leaves the planet as clean as your teeth.

WIDE BRUSH

A wider brush means more bristles and more surface area covered at once. This allows for a great cleaning and a soothing massage of your gums.

FOREVER HANDLE & REPLACEABLE HEAD

Keep your handle forever, just replace the head! Less cost than buying a new toothbrush and less waste in our environment are great reasons to keep you smiling.

ERGONOMIC GRIP

Our award-winning handle feels so comfortable for righties and lefties it will be hard to stop brushing.

A COLORFUL LINEUP

Available in assorted colors.



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Source™ Brush

Forever Brush™ Collection



LONG NECK FOR
DEEP CLEANING

LARGE BRUSH
HEAD TO CLEAN
TEETH & GUMS

REPLACEABLE
HEAD MEANS
LESS WASTE

HANDLE MADE FROM
SODA POP BOTTLES,
HEMP, COCONUT SHELL,
WOOD, DOLLAR BILLS,
OR STARCH

ERGONOMIC, BIODEGRADABLE
HANDLE FOR COMFORTABLE GRIP

Impeccably designed and environmentally conscious, with replaceable head, upcycled handle, and patented bristle design. 93% less wasteful than the common toothbrush.



GOOD FOR YOU & THE EARTH

Made with EcoPure® for enhanced landfill biodegradability, keep your upcycled handle forever, just replace the head for less waste and clean teeth.

WIDE BRUSH

More bristles covering more area to clean teeth, remove plaque, and massage gums.

LONG NECK

Effortlessly reach and clean every spot in your mouth, even those hard to reach areas.

ERGONOMIC GRIP

Made to give righties and lefties a comfortable grip every time they brush.

NATURALLY SOURCED HANDLE

Choose between upcycled dollar bills, starch, hemp, coconut shell, wood, or soda pop eco-grind for your reusable handle.





The Story of Source™

RADIUS® Forever Brush™ Collection

Our ultra eco-friendly toothbrush, aptly named the Source Brush™, is impeccably designed with upcycled materials you use every day.

We source our materials from nature and from the world we live in.

Our Source Forever Brush™ handle contains repurposed and reused materials that are not only beautiful to look at but are also helping to keep the world as sparkling clean as your smile.

Using a Replacement Head helps save 93% of toothbrush waste from being thrown into a landfill. Keep your Source Forever Brush™ handle and replace the head as needed. If the time does come when you want to throw your handle away, we've got that covered, too. RADIUS Replacement Heads and Forever Brush™ handles are made with EcoPure® and are biodegradable in landfills. Now that's something to smile about.

NEW!

SODA POP ECO-GRIND

Made from soda pop bottles, this beautiful green handle is made from a mixture of materials - Green PET (soda pop bottles) and Cellulose (trees). Instead of throwing plastic bottles away, we reuse them into a Forever Brush™.



MAPLE WOOD

This beautiful one-of-a-kind natural handle is crafted from maple wood shavings that would otherwise be burned in the energy industry. It's a byproduct from the production of cut lumber and cabinetry. No crops or forests are being grown for our use.



U.S. DOLLAR BILLS

The U.S. Mint shreds tattered and worn bills that can no longer go into circulation. Typically these shreds would just be thrown away, but we decided to find a different use for them. Our U.S. Dollar Bills handle contains real money that you use every day. Talk about putting your money where your mouth is.

STARCH

The soft-touch, natural feel starch handle is half wheat starch & half polypropylene. The product is now even MORE eco-friendly than ever before and will break down in landfills faster due to the materials ability to expand and absorb water.

Paired with EcoPure®, starch can seriously reduce your carbon footprint.



HEMP FIBER

On the main stage as a new super ingredient, our natural hemp fiber handle reuses excess bagasse from hemp production all over the USA and combines it with recycled #5 polypropylene. The beautiful golden flecks of hemp fiber not only help the environment but it also looks great on your bathroom counter.

COCONUT SHELL

Want to feel like you're on a tropical island while brushing your teeth? This handle is made from ground up coconut shells. Pair it with our Organic Coconut Banana Toothpaste and you've got a tropical paradise right in your bathroom.



TOUR™ Travel Brush
Forever Brush™ Collection



OVER-SIZED BRUSH
TO FOR A CLEAN
MOUTH ON-THE-GO

REPLACE THE HEAD,
KEEP THE HANDLE

HIDE-AWAY DESIGN FOR 2-IN-1
TOOTHBRUSH AND TRAVEL CASE

ERGONOMIC,
PLANT-BASED HANDLE
FROM RENEWABLE TIMBER

Have brush: will travel. Simply fold the head down and snap it closed to take this brush anywhere. It cleans teeth and gums better to protect enamel and reduce bleeding, while being extra sensitive to receding gums. It's truly the ultimate in-transit must-have.



TOOTHBRUSH & TRAVEL CASE IN ONE

Stash the replacement head safely inside the handle.
No extra travel case required.

MORE BRISTLES

More premium, soft bristles to clean teeth,
remove plaque and tartar, and massage gums.

ENVIRONMENTALLY FRIENDLY

A plant-based handle that's biodegradable in a
landfill and vegetable-based bristles leaves the
earth as clean as your teeth.

REPLACEMENT HEAD

When you're finished with one of our fan-bristled,
gum-stimulating heads, keep your handle forever
and simply swap the head for another.

A COLORFUL TRAVEL COMPANION

Choose between fun, bright hues and add some color
to your luggage.



Brush Head Replacements

Forever Brush™ Collection

CHOOSE YOUR HANDLE!
BIG BRUSH REPLACEMENT
HEADS CAN BE USED WITH
OUR BIG BRUSH™ OR
SOURCE™ BRUSH

SLIM NECK TO
REACH INTO
TIGHT SPACES

SUPER-SIZED FOR A
FRESH-FROM-THE-DENTIST
CLEAN

SWAPPABLE
REPLACEMENT
HEADS

3 BRISTLE TYPES TO
CHOOSE FROM

Replace, Refresh, Reduce. Replacing heads instead of throwing an entire brush away reduces plastic consumption and waste. All of our replacement heads are interchangeable and can be used on any RADIUS® Forever Brush™. Using a replacement head toothbrush can eliminate 90%+ of toothbrush waste from entering a landfill.



REPLACEMENT HEAD FOR REDUCED WASTE

By using a Replacement Head, you're helping us turn the tide on the plastic epidemic that litters our fields and clogs our oceans.

BIGGER BRUSH

No matter which brush head you choose, our bigger than average brushes mean more bristles and more coverage at once. This means a bigger clean for your teeth and gums.

A BRISTLE FOR EVERYONE

Choose from soft, medium, or super soft flossing bristles. The flossing bristles have super slim tips to help clean between tight teeth.

CHOOSE YOUR FOREVER BRUSH™

Pick your forever handle. Heads are interchangeable!

BIG BRUSH™ REPLACEMENT HEADS

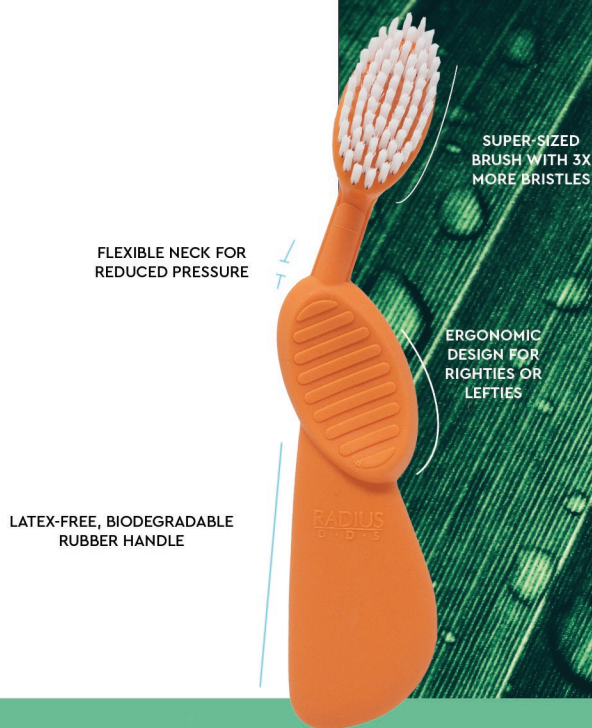
Fits the Big Brush™
and Source™ Brush

REPLACEMENT BRUSH HEADS (50% smaller than Big Brush™ Replacement Heads)

Fits Big Brush™,
Source™ Brush, and
TOUR™ Travel Brush

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Flex Brush™



Put the fun in functional. The Flex Brush™ has a neck that bends, perfect for harder brushers, and a big brush to help remove tartar and reduce bleeding and receding gums.



SAFE & SUSTAINABLE

A latex-free, landfill-biodegradable rubber handle and plant-based bristles reduce waste and clean teeth.

SUPER-SIZED

With the same head size as the Big Brush™, the Flex Brush is big and wide with more bristles

FLEXIBLE NECK

Made specifically for harder brushers, the flexible neck reduces pressure on gums to help prevent bleeding and receding gums.

ERGONOMIC GRIP

Made for righties or lefties for better control and better brushing.

A FLEX FOR EVERYONE

Available in assorted colors.



Pure Brush
6 months +

ULTRA-SOFT BRISTLES
FOR DELICATE MOUTHS

DYE-FREE HANDLE
AND BRISTLES



EASY-TO-GRIP, TAPERED
HANDLE THAT'S MADE FROM
70% RECYCLED RESIN &
BIODEGRADABLE IN
A LANDFILL

As sensitive as it is effective, the Pure Brush is exactly that — free of BPA, dyes, and harmful chemicals. Designed for the delicate teeth and gums for 6 months and up, it softly massages the whole mouth as it works to remove plaque buildup on your little one's tiny teeth.



PURE FROM TOP TO BOTTOM

We worked extra hard to steer clear of all the nasties for the Pure Brush, so you can rest easy knowing their smiles are in safe hands.

BRISTLES MADE FOR SOFT TOUCHES

Pure Brush's perfectly sized brush head has ultra-soft, plant-based bristles for cushioned brushing that's comfortable for small mouths.

SAFE AND SENSITIVE

The smooth, cornerless oval brush is specifically designed with tiny mouths in mind, so you don't have to worry about harming teeth and gums when you brush correctly.

EASY TO GRIP

After extensive research and feedback from parents just like you, the easy-to-hold handle is designed to fit just as effortlessly in small hands as it does in yours to enable soft and delicate brushing.

Totz® Brush 18 months +



CORNER-LESS BRUSH
FOR SENSITIVE MOUTHS

SPARKLED HANDLE
MAKES BRUSHING FUN

LANDFILL-BIODEGRADABLE,
TAPERED HANDLE FOR BETTER
CONTROL FOR TOTS AND PARENTS

There's a reason Totz® is our best-selling toothbrush. Totz's award-winning design is for small teeth and gums, so your tot has fun brushing while learning how to take control of their own oral health from the start. Thanks to its cool colors and eye-catching sparkles it's a guaranteed winner with kids 18 months and older.



SAFE FOR YOUR TOT

In addition to being BPA free, latex free and phthalate free, our Totz Brush handle is made with 70% recycled resin and is biodegradable in a landfill.

TAPERED FOR TOTS

The easy-to-hold handle fits just as effortlessly in your toddler's hand as it does in yours. And it looks pretty awesome, too, so brushing is as fun as it is effective.

SAFE & SENSITIVE

The perfectly sized, smooth oval brush head ensures you or your toddler won't cause any harm to sensitive teeth and gums when brushed correctly.

PICK YOUR SPARKLE

Choose from a variety fun, sparkle colors.



Totz Plus™ Brush

3 years +



ROUND BRUSH HEAD
FOR SAFE BRUSHING

TAPERED HANDLE MADE
FROM 60% RECYCLED
RESIN & IS LANDFILL
BIODEGRADABLE

NON-SLIP GRIP FOR
GROWING HANDS

The Totz Plus™ Brush tackles the tricky age of 3 years and up with an eye-catching non-slip handle designed for your child's growing hands. The super-soft bristles are tough on tartar and plaque, but easy on small, sensitive mouths.



NASTIES FREE

You won't find any of the bad stuff in our Totz Plus toothbrush. It's BPA, latex, and phthalate free so you can rest easy knowing your child's smile is in safe hands.

GRIP IT GOOD

It's never been easier for toddlers to handle their own toothbrush. The Totz Plus™ easy-grip handle accommodates the development stage when a child's hand-size increases but their mouth and tooth size remain the same.

SAFE BRUSH HEAD

The perfectly sized, smooth oval brush head ensures you or your child won't cause any harm to sensitive teeth and gums when brushed correctly.

A TWO-TONED COLLECTION

Choose your handle and grip color.



Kidz® Brush
6 years +

A MINI BIG BRUSH
FOR GROWING KIDS

SUPER-SIZED BRUSH
FOR A BIG-KID CLEAN

ERGONOMIC HANDLE FOR
COMFORTABLE GRIP

The Kidz® Brush echoes the same smart design as our award-winning adult toothbrushes, but specially made for smaller hands and mouths. The Kidz fun colors, easy-grip handle and soft bristles make it the perfect fit for children 6 years and older.



NONE OF THE NASTIES

You won't find any of the bad stuff in our Kidz Brush. It is 100% BPA free and only uses FDA-approved colors and materials, so brushing is safe, fun and effective every time.

SUPER-SIZED & SUPER-SAFE

The wide oval brush head is designed to improve gum health by massaging the whole mouth — giving your child's teeth a total clean. It's like a trip to the dentist, every day and night.

KID-FRIENDLY GRIP

That recognizable shape isn't just for good looks — the Kidz' easy-to-hold handle makes it much easier for small hands to grip and control.

BIG KID COLORS

A variety of bold colors for big kids.



Big Kidz® Forever Brush™
6 years +
Now Available

a color for every smile



BIG KIDZ®

FOREVER BRUSH™



Keep the handle forever.
Replace the brush head.
Reduce waste by 86%!

Right or left handed, non-slip
grip handle for better brushing

Wide brush and very soft,
bio-based bristles gently
clean teeth and gums and
help clean a larger area in
less time

Mix & match head & handle
colors! Pick a combo to fit
your personality!



MADE IN
USA



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Organic Toothpaste

Organically designed toothpaste
for a fresh sparkle



Children's Toothpaste

6 months +

PURE & SAFE
INGREDIENTS THAT ARE
SAFE TO SWALLOW



TROPICAL & FRUITY
FLAVORS THAT MAKE
KIDS WANT TO BRUSH

ORGANIC
INGREDIENTS THAT
HELP FIGHT CAVITIES
AND PREVENT PLAQUE

Our patented organic toothpaste offers a big clean for tiny teeth. Cavity-fighting erythritol and delicious flavors will keep their smile bright while brushing.



MADE IN
USA



NO ARTIFICIALS

You can relax knowing your child's teeth are being cleaned by organically flavored and colored toothpaste.

NO FILLERS

This means our toothpaste is a little lighter in consistency, just how nature intended.

CUTTING THE CHEMICALS

We don't use chemicals like SLS or SLES because they are all show and no function. Our sulfate-free toothpastes have a light, natural foam without the harmful additives.

NO NASTIES

Made without fluoride, preservatives, sulfate, gluten, paraben, carrageenan, saccharin, and GMOs

FUN FLAVORS

Choose from the tropical flavors of Coconut Banana or Dragon Fruit

TRY A PINT-SIZED VERSION

Try our best-selling Dragon Fruit in a 0.8oz Trial/Travel tube!



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U.S. Patent No. 10,758,474

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Adult Toothpaste

ORGANIC ERYTHRITOL
HELPS FIGHT PLAQUE
AND TARTAR



DELICIOUS FLAVORS
THAT CLEAN TEETH,
FRESHEN BREATH &
HELP EASE SENSITIVITY

CERTIFIED ORGANIC
MEANS NO GMOS, TOXINS,
OR CHEMICALS

Feel the difference with a deep cleaning, patented organic toothpaste that will leave you feeling fresh with sparkle and none of the trash. Toothpaste you can trust.



MADE IN
USA



STRAIGHT FROM NATURE

You can relax knowing your teeth are being cleaned by non-toxic, earth-friendly ingredients sourced directly from nature.

FIGHTS CAVITIES

Made with organic erythritol which has been proven better than xylitol to fight cavities.

FUNCTIONAL FLAVORS

Choose from the functional flavors of Mint Aloe Neem, Matcha Mint, and Clove Cardamom



HERBAL SHOTGUN

A proprietary mix of holy basil, neem, and rosehips provides antimicrobial efficacy against cavities and pathogens.

GOOD FOR YOUR HEALTH

Made without fluoride, preservatives, sulfate, gluten, paraben, carrageenan, saccharin, and GMOs

TRY A MINI VERSION

Give our toothpaste a try with our 0.8oz Trial/Travel tubes. Available in Mint Aloe Neem & Matcha Mint.



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U.S. Patent No. 10,758,474

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Toothpaste Ingredients



Organic Coconut Oil

For centuries coconut oil has been used to prevent bacteria, reduce the risk of gum disease and tooth decay, and naturally clean, detoxify, and whiten teeth



Organic Coconut Water

Nutrient-rich coconut water is naturally antibacterial and high in calcium to help strengthen teeth.



Organic Erythritol

Not only can erythritol help prevent plaque, but it's also proven to be more effective than xylitol at fighting cavities*.



Organic Glycerin

Glycerin acts as a natural emulsifier helping to mix oil and water-based ingredients. It also is a natural sweetener without contributing to tooth decay. Our organic glycerin is derived from mustard seeds, not palm or soy.

* International Journal of Dentistry, Volume 2016, Article ID 9868421



Organic Quillaja

Our light, frothy foam isn't sulfate-induced, it's caused by organic quillaja - also known as soapbark.



Organic Extracts & Oils

From the ancient healing powers of neem to the cavity-fighting properties of holy basil, our pastes contain "herbal shotguns" blended for function & enjoyment.



Floss

Soft, spongy, biodegradable, at home or on-the-go, we've got floss for everyone and everywhere



Vegan Floss

100% PLASTIC-FREE
PACKAGING

SOFT, EXPANDABLE
NYLON SPONGE FLOSS
FOR A DEEPER CLEAN



MADE WITH ERYTHRITOL
AND COCONUT OIL

Our vegan floss brings both function and sustainability to the table. Coated in coconut oil with cavity-fighting erythritol in plastic-free packaging, it's time to make flossing fun.



PLASTIC IS A THING OF THE PAST

Plastic-free packaging will leave our planet as clean as your teeth.

FIGHT CAVITIES

Made with erythritol to help fight cavities, erythritol has been proven better than xylitol for your overall health.

SAFER FLOSS

Floss that's completely non-toxic and free of PFAS, gluten, GMOs, artificial flavors, colors, or sweeteners.

ANIMAL FRIENDLY

Made from nylon, our spongy floss is completely vegan and cruelty free.

FLAVORFUL FLOSS

Choose from Peppermint, Vanilla Mint or Clove Cardamom in 55 yard spools.



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Natural Silk Floss

NATURALLY
BIODEGRADABLE &
COMPOSTABLE

PURE, HANDSPUN SILK



PLASTIC-FREE
PACKAGING

Flossing is an integral part of any thorough oral care regimen, but not all flosses are created equal. Our Biodegradable Silk Flosses take us back to a time before the nylon of today's floss took over — when floss was made of pure, inviting, luxurious silk.



FLOSS WITH A CAUSE

Our pure silk thread is spun on small machines at the CORSEDA Fair Trade Co-op in Colombia, which supports more than 80 families.

GOOD FOR THE EARTH

Plastic-free packaging and a completely biodegradable floss makes for a no-waste floss that's perfect for camping and composting.

SOFT & SMOOTH

The silk is spun in plant wax ensuring a smooth glide between teeth for total tooth and gum protection.

PURE SILK

You won't find gluten, preservatives, artificial sweeteners, GMOs, unnatural coloring, phthalates, parabens, or any other harmful additives in our floss. Ever.

FLAVOR OR NO FLAVOR?

Choose from Unscented/Unflavored Silk or a light and fresh flavor of Green Tea Jasmine in 33 yard spools.



Anywhere Floss™



HANDY TRAVEL PACK
FOR EASY USE

FLOSS THAT CAN BE
USED ANYWHERE

100% PLASTIC-FREE,
BIODEGRADABLE
PACKAGING

Our Anywhere Floss™ is not your typical flosser. These convenient, sustainable flossers are perfect for at home or on-the-go. Just rip, roam, & rinse.



YOUR CHOICE

We have vegan nylon or biodegradable & compostable silk - choose what's best for your lifestyle.

TOTALLY SAFE

Floss that's completely non-toxic and free of PFAS, gluten, GMOs, artificial flavors, colors, or sweeteners.

RIP. ROAM. RINSE.

Rip the sachet in the middle and hold onto the ends using the paper packaging as an eco-friendly flosser.

FLAVORS FOR ON-THE-GO

Pick between Vegan Mint or Natural Unscented Biodegradable Silk.



NEW!
Rebranded packaging
coming Fall 2021.

Organic Pet Care

Organic and pure smile care
for Pets TOOTM



Organic Pet Starter Kit

Pets TOOT™ Collection



CINNAMON SWEET
POTATO WITH A
HINT OF MINT TO
FRESHEN BREATH



MADE FOR SPECIFIC
LIFE STAGES

NOW WITH A FREE
CRITTER CASE FOR
SANITARY STORAGE

SOFT, LANDFILL
BIODEGRADABLE
TOOTHBRUSH TO REMOVE
PLAQUE AND TARTAR

Organic dental care isn't just for humans, it's for pets too! Our Pets TOOT™ Starter Kit comes complete with a premium pet toothbrush, patented organic canine dental gel, and a Critter Case that will help keep those canines sparkling.



PURE & ORGANIC

Our USDA certified organic canine dental gel is a unique blend of organic coconut oil, sweet potato and cinnamon providing a tasty treat without any harmful ingredients.

SOFT AND SAFE

From Dachshunds to Dobermanns the perfectly sized, smooth, oval brush head is designed for all pets. The corner-less head ensures you won't cause any harm to sensitive teeth or gums.

NO CHEMICALS

Made without xylitol, fluoride, preservatives, sulfate, gluten, paraben, carrageenan, saccharin, and GMOs.

CRITTER CASE

Each kit contains a recyclable, landfill biodegradable Critter Case for easy, mess-free toothbrush storage.

Lush & Plush Pet Toothbrush
Pets TOOT™ Collection



SOFT BRISTLES TO REMOVE
PLAQUE AND TARTAR

LANDFILL BIODEGRADABLE, TAPERED
HANDLE FOR BETTER CONTROL

MADE FOR PETS OF
ALL AGES AND SIZES

Brushing your pets teeth is as important as brushing your own. Dental problems can lead to bigger health issues and high vet bills. Our Lush and Plush Pet Toothbrush has premium, soft bristles to remove tartar and plaque to keep those canines (and felines) healthy for life.



CLEAN TEETH & CLEAN ENVIRONMENT

Eco-friendly products aren't just for humans. Our Pet Toothbrush has plant-based bristles, is made from 60% recycled resin, and is landfill biodegradable.

LUSH AND PLUSH

Pillow-soft, plant-based bristles remove plaque and massage gums. The corner-less head ensures you won't cause any harm to sensitive teeth or gums.

NO NASTIES

No BPA, phthalate, latex, or harmful chemicals. Our human products are nastie-free, too.

BETTER CONTROL FOR BETTER BRUSHING

Reach tight spaces with a tapered handle and non-slip grip. It's the perfect size for all critters big and small.

Organic Canine Dental Gel
Pets TOOT™ Collection

ORGANIC SWEET
POTATO, COCONUT OIL,
AND CINNAMON TO HELP
REDUCE PLAQUE

KELP & FENNEL TO HELP
FIGHT GINGIVITIS



XYLITOL FREE

Prepare for the puppy kisses. Our patented USDA Organic Canine Dental Gel will clean teeth and gums while helping keep your furry friends pearly whites plaque-free and breath smelling minty fresh.



MADE IN
USA



UTTERLY ORGANIC

We went the extra mile for your pup with our USDA certified organic canine dental gel toothpaste. A unique blend of organic coconut oil, sweet potato and cinnamon cleans teeth and helps prevent tooth decay.

NO NASTIES

Made without xylitol, fluoride, preservatives, sulfate, gluten, paraben, carrageenan, saccharin, and GMOs.



FRESHEN BREATH & WHITEN TEETH

Made with organic coconut oil to help whiten teeth and remove plaque, we also added a hint of mint to keep breath fresh and ready for puppy kisses.

Also available in
0.8oz trial size



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Pet Toothpaste Ingredients

Pets TOOT™ Collection



**SWEET POTATO FOR
HEALTHY COAT, SKIN
& TEETH**



**COCONUT OIL TO HELP
WHITEN TEETH AND
REMOVE PLAQUE**



**SALT & THYME OIL TO
REDUCE TOOTH DECAY &
HELP FRESHEN BREATH**



**KELP & FENNEL TO HELP
REDUCE PLAQUE &
FIGHT GINGIVITIS**



**CINNAMON TO HELP
REMOVE BACTERIA &
BREAKDOWN FOOD
PARTICLES IN TEETH**



**PAPAYA FOR STRONG
TEETH & BONES**

INGREDIENTS: Water, Glycerin*, Guar Gum*, Sweet Potato Powder*, Rice Powder*, Sunflower Seed Oil*, Lecithin, Coconut Oil*, Papaya Fruit Extract*, Olive Leaf Extract*, Fennel Seed Extract*, Laminaria Digitata Extract*, Cinnamon Powder*, Sodium Chloride, Peppermint Indian Leaf Oil*, Clove Bud Flower Oil*, Thyme Leaf Oil*, Stevia Rebaudiana Extract Powder*, Citric Acid, Xanthan Gum,

* certified organic

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30 | madebyradius.com

Accessories

Fuss-free, mess-free essentials
for at home or on the go



Travel Cases



Travel cases that are biodegradable in a landfill will revolutionize the way you travel and will keep the environment as clean as your mouth while on-the-go.



EASY OPEN AND CLOSE

All of our travel cases utilize the patented "living hinge" technology for streamlined opening and has a snap lock for a secure, drip-free seal.

DURABLE AND DEPENDABLE

Look closely — our travel cases are made from one seamless piece. It lasts long after the lower-quality alternatives quit, but should you ever choose to dispose of it, recycling is the way to go.

RECYCLED & BIODEGRADABLE

Our travel cases are made from recycled and recyclable resin and are enhanced with EcoPure® making them biodegradable in a landfill.

A CASE FOR EVERY OCCASION

We have cases for toothbrushes, soap and razors available in fun, bright colors.



the DOCTM

SUCTIONS TO ANY
NON-POROUS SURFACE

HOLD TOOTHBRUSHES,
RAZORS, SPOONS
AND MORE



The DOCTM is so much more than a toothbrush holder. It's a game-changer in the bathroom and beyond. The suction base fixes easily to any smooth surface, securely clasp everything from toothbrushes to kitchen spoons.



MADE IN
USA



STICKS ANYWHERE

In the bathroom or the office, vertical or horizontal. The DOC latches on to any non-porous surface with ease.

MULTI-PURPOSE

Although The DOC is the perfect holder for your RADIUS® toothbrush, it's also great for gripping kitchen towels, spoons, cellphones, and — our personal favorite — razors in the shower.

RECYCLABLE & BIODEGRADABLE

We can't imagine why you'd ever want to toss The DOC, but if you do, rest assured that it's recyclable and biodegradable in a landfill. The DOC is also completely free from all harmful additives like BPA, phthalates, latex, lead - you name it.


PICK YOUR COLOR



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Product List

 = NEW ITEM
 = CERTIFIED ORGANIC

Description	Item #	UPC	MSRP USA	Page
Children's Toothbrushes				
 Big Kidz® Forever Brush™ (6yrs+)	011	085178010235	\$7.99	17
 Big Kidz® Forever Brush™ Rep Heads	012	085178010242	\$6.99	17
Pure Brush (6 mo+), Ultra Soft	013	085178001080	\$4.20	13
Totz® Brush (18 mo+), Extra Soft	014	085178001097	\$4.20	14
Totz Plus™ Brush (3 yrs+), Silky Soft	015	085178001172	\$4.70	15
Kidz® Brush (6 yrs+), Very Soft	010	085178110010	\$5.32	16
Adult Toothbrushes				
Big Brush™ w/ Replacement Head, Right	100	085178000083	\$10.80	07
Big Brush™ w/ Replacement Head, Left	101	085178000090	\$10.80	07
Big Brush Replacement Heads, Soft	BBRS6	085178006917	\$8.40	11
Source™ Brush, Floss	154	085178000847	\$9.90	08
Source™ Brush, Soft	150	085178000656	\$9.90	08
Source™ Brush, Medium	151	085178000663	\$9.90	08
TOUR™ Travel Brush, Soft	160	085178008003	\$7.80	10
Brush Head Replacements, Floss	133	085178000694	\$7.00	11
Brush Head Replacements, Soft	131	085178000670	\$7.00	11
Brush Head Replacements, Medium	132	085178000687	\$7.00	11
Flex™ Brush, Right Hand	103	085178000120	\$10.80	12
Flex™ Brush, Left Hand	104	085178000137	\$10.80	12
USDA Organic Toothpaste				
 Organic Children's Coconut Banana, 3oz	PSTC-501	085178005316	\$9.90	19
 Organic Children's Dragon Fruit, 3oz	PSTC-504	085178005347	\$9.90	19
 Organic Children's Dragon Fruit Trial, 0.8oz	508	085178009864	\$3.00	19
 Organic Mint Aloe Neem, 3oz	PSTA-502	085178005323	\$9.90	20
 Organic Mint Aloe Neem Trial/Travel, 0.8oz	507	085178005378	\$3.00	20
 Organic Matcha Mint Trial/Travel, 0.8oz	509	085178009895	\$3.00	20
 Organic Clove Cardamom, 3oz	PSTA-506	085178005361	\$9.90	20
Floss				
Vegan Peppermint Sponge Floss, 55yd	707	085178001868	\$4.50	23
Vegan Vanilla Mint Sponge Floss, 55yd	FLVM50CS	085178007242	\$4.50	23
Vegan Clove Cardamom Floss, 55yd	FLCC50CS	085178007211	\$4.50	23
Natural Unscented Silk Floss, 33yd	705	085178001851	\$4.50	24
Anywhere Floss™				
Natural Biodegradable Silk, Unscented	710	085178001950	\$4.00	25
Vegan Peppermint	712	085178001974	\$4.00	25
Pet Care				
Organic Canine Oral Care Starter Kit, Puppy	PN801	085178080016	\$12.98	27
Organic Canine Oral Care Starter Kit, Adult	PN802	085178080023	\$12.98	27
Lush & Plush Pet Toothbrush, Soft	PN806	085178080108	\$5.50	28
Organic Canine Dental Gel, 3oz	PN804	085178080078	\$12.98	29
Organic Canine Dental Gel Trial, 0.8oz	PN805	085178080085	\$6.00	29
Accessories				
Big Brush/Flex Brush Travel Case	806	085178000380	\$4.50	32
Standard Toothbrush Travel Case	807	085178000397	\$4.50	32
Razor Travel Case	808	085178000403	\$4.50	32
Soap Travel Case	809	085178000410	\$4.50	32
the DOC: toothbrush/razor suction holder	900	085178001882	\$7.80	33

Know Your Logos



American Dental Association
Since 1931 dentists and consumers recognize this seal as the gold standard for the safety and efficacy of dental products.

RADIUS is the only ADA Accepted natural toothbrush.



American Made
We're proud to say that all of our toothbrushes, toothpaste, and accessories are all manufactured in the United States.



Certified Women Owned Enterprise
In 2016 our CEO & President, Saskia Foley, took over the RADIUS helm from her father, Kevin, making RADIUS a certified women owned enterprise.



Certified USDA Organic
Our toothpastes are certified organic meaning they are made with 95% or more organic ingredients.



Landfill Biodegradable
Our toothbrushes, travel cases, and the DOC™ contain the additive EcoPure® which enhances their natural decomposition and biodegradation in landfills.



Non-Toxic
We have a serious No Nasties Policy. All RADIUS products are BPA, Latex, PFAS, and Phthalate free. Our toothpastes go through a strict process making sure all ingredients meet the standards to be considered certified organic.



Plant-Based
The majority of our products use bio-based materials like cellulose sourced from renewable timber or soda pop bottles.



Bio-Based Bristles
Our bristles are made with 65% renewable castor bean oil feedstock which reduces our petroleum use.



Cruelty-Free
We don't believe in animal testing, never have and never will. All of our products except our Biodegradable Silk Flosses are vegan and certified cruelty-free.

Our Historic Factory

We don't just use recycled materials for our products, we manufacture them in a recycled factory, too. Our 46,500 square foot headquarters was once a silk mill and we have worked hard to restore the mill back to its former glory. It is now a designated historical site that houses our manufacturing, shipping, sales, marketing, accounting, and customer service.



We do it all in a stunning 3-story brick building surrounded by the rolling fields of Kutztown, Pennsylvania.

We're into making things better and that includes our workspace.



Your mouth deserves better,
and so does our environment

WOMEN[™]
OWNED



@madebyradius



@radius_usa