Which toothpaste should you use?

The Ministry of Health recommends everyone use a fluoride toothpaste that contains at least 1000 parts per million (ppm) fluoride* to help prevent tooth decay. The fluoride in toothpaste helps to repair early stages of tooth decay, strengthen tooth enamel and disrupt the growth of bacteria that causes cavities.

Use a half-pea sized amount of fluoride toothpaste for 0-5 year olds, or less if they only have a few teeth, and for everyone else, a pea-sized amount is sufficient.

Here are examples of toothpastes that contain enough fluoride to help keep your child’s teeth healthy:

These toothpastes DO NOT meet the Ministry of Health guidelines

These toothpastes contain little or no fluoride and are not as effective at helping to prevent tooth decay as toothpaste containing at least 1000ppm fluoride.

*1000ppm fluoride is equal to 0.22% sodium fluoride or 0.76% sodium monofluorophosphate