

Comparative Chart of Toxicant Levels Found in Popular Toothpaste Products: 2025

Lead Safe Mama, LLC - Toothpaste Chart, Laboratory Test Results.					24 of 51 Positive for Mercury = 47%							18 of 51 Positive for Cadmium = 35%	
Full lab reports for each listed product can be found on LeadSafeMama.com					46 of 51 Positive for Lead = 90%							33 of 51 Positive for Arsenic = 65%	
All measurements noted are in PARTS PER BILLION (ppb)													
Chart Last Updated: April 22, 2025 - Tuesday - 22:30 p.m. CET													
Sorted in order of Lead Level Ascending												Possibly Contaminated	
	Product Name	Flavor	Kids?	Country	Contains	Pb	Cd	Hg	As	Reported	Reported	Concerning Ingredients	
				of Origin	Fluoride	Lead	Cadmium	Mercury	Arsenic	To WA	to FDA		
	NON-DETECT for Lead, Cadmium, Mercury, & Arsenic	Learn more at LeadSafeMama.com			Fluoride?	Lead	Cadmium	Mercury	Arsenic				
1	Dr. Brown's Baby Toothpaste	Strawberry	YES	USA	No	ND <5	ND <5	ND <5	ND <10	/	/	Hydroxyapatite: HA / NHA	
2	Kids' Spry Tooth Gel with Xylitol	Original	YES	USA	No	ND <5	ND <5	ND <5	ND <10	/	/	Calcium Carbonate: CC	
3	Pegciz Toothpaste (Foam)	Watermelon	YES	FRANCE (?)	Low	ND <5	ND <5	ND <5	ND <10	/	/	Silica: S	
4	Orajel Training Toothpaste	Berry Fruity	YES	USA	No	ND <5	ND <5	ND <5	ND <5	/	/	Hydrated Silica: HYS	
5	Miessence Toothpaste	Mint	NO	AUSTRALIA	No	ND <5	ND <5	ND <5	ND <10	/	/	Titanium Dioxide: TD	
	Lead Levels of 5 ppb & Up:	Flavor	Kids?	Country	Fluoride?	Lead	Cadmium	Mercury	Arsenic		Learn more at LeadSafeMama.com		
6	Radius Organic Toothpaste	Coconut Banana	YES	USA	No	16.8	5.3	ND <5	21.0	/	/	CC	
7	Risewell Kids Mineral Toothpaste	Cake Batter	YES	USA	No	26.0	9.0	ND <5	8.0	/	/	CC, HA, & S	
8	Boka Nano-Hydroxyapatite Toothpaste	Orange Cream	YES	USA	No	27.4	ND <5	8.2	ND <10	/	/	NHA, HYS, & S	
9	Boka Nano-Hydroxyapatite Toothpaste	Ela Mint	NO	USA	No	32.0	ND <5	10.0	21.0	/	/	NHA, HYS, & S	
10	Attitude Natural Care Baby Leaves Toothpaste	Strawberry	YES	USA	No	47.3	ND <5	ND <5	66.1	/	/	HYS	
11	NOBS Jr. Bubblegum Berry Blast Toothpaste	Bubblegum	YES	USA	No	54.4	6.2	ND <5	19.7	/	/	HYS, NHA	
12	Weleda Oral Care Children's Tooth Gel	Spearmint	YES	SWITZERLAND	No	55.0	ND <5	ND <5	6.0	/	/	S (Silica Only)	
13	Truvani Clean Toothpaste	Mint	NO	USA	No	56.9	51.4	7.5	125.9	/	/	CC & KC	
14	Kinder Karex Toothpaste	Mint	YES	GERMANY	No	72.6	10.9	7.5	49.4	/	/	S & HA	
15	To be published / pending - 1	/	/	/	/	79.4	ND <5	ND <5	20.9	/	/	Pending - 1	
16	BOTAO Grow Naturally Baby Toothpaste	Strawberry	YES	ISRAEL	No	83.6	ND <5	ND <5	ND <10	/	/	S (Silica Only)	
17	Dr. Brite Kids Mineral Toothpaste	Strawberry Sky	YES	USA	No	86.0	36.0	10.0	121.0	/	/	HYS, HA, & CC	
18	Feed Your Good Guys (FYGG) Toothpaste	Vanilla Vibes	YES	USA	No	89.0	ND <5	ND <5	16.0	/	/	HYS & NHA	
	Lead Levels of 100 ppb & Up:	Flavor	Kids?	Country	Fluoride?	Lead	Cadmium	Mercury	Arsenic		Learn more at LeadSafeMama.com		
19	Orajel Kids Anticavity Toothpaste - Paw Patrol	Fruity Bubble	YES	USA	Yes	100.1	ND <5	12.0	ND <10	/	/	HYS	
20	Batao Grow Naturally Kids Anticavity Toothpaste	Strawberry	YES	ISRAEL	Yes	112.0	ND <5	ND <5	ND <10	/	/	potential source unknown	
21	Sensodyne Extra Whitening Toothpaste	Cool Mint	NO	USA	Yes	116.0	ND <5	ND <5	16.0	/	/	HYS & TD	
22	Jack N' Jill Toothpaste	Strawberry	YES	AUSTRALIA	No	120.0	ND <5	ND <5	ND <5	/	/	S (Silica Only)	
23	Crest Advanced Color Changing Toothpaste	Bubblegum	YES	USA	Yes	132.0	ND <5	ND <5	10.1	/	/	HYS, S, & TD	
24	Dr. Bronner's Toothpaste	Peppermint	YES	USA	No	160.0	ND <5	6.0	23.0	/	/	HYS, CC	
25	The Green Beaver Company Natural Toothpaste - new 1	Zesty Orange	YES	CANADA	No	195.8	26.3	ND <5	53.7	/	/	HYS, CC	
	Lead Levels of 200 ppb & Up:	Flavor	Kids?	Country	Fluoride?	Lead	Cadmium	Mercury	Arsenic		Learn more at LeadSafeMama.com		
26	Dr. Jen Toothpaste for Kids	Strawberry	YES	USA	No	200.0	9.0	6.0	60.0	/	/	S & NHA	
27	To be published / pending - 2	/	/	/	/	206.5	33.5	ND <5	103.1	/	/	Pending - 2	
28	Tom's of Maine Toddler Natural Toothpaste - new 2	Mild Fruit	YES	USA	No	210.0	ND <5	5.5	ND <10	/	/	HYS	
29	Desert Essence For Kids - Toothpaste Gel - new 3	Tutti Frutti	YES	USA	No	217.5	ND <5	8.0	ND <10	/	/	S, Calcium Glycerophosphate?	
30	Tom's of Maine Kid's Natural Toothpaste	Silly Strawberry	YES	USA	No	240.0	ND <5	ND <12	40.0	/	/	HYS & CC	
31	Himalaya Botanique Kids Toothpaste	Bubble Gum	YES	INDIA	No	243.0	25.0	ND <25	40.0	/	/	CC & HYS	
32	To be published / pending - 3	/	/	/	/	258.4	16.4	ND <5	21.3	/	/	Pending - 3	
33	Single-Ingredient Hydroxyapatite	None	NO	USA	No	268.7	ND <5	ND <5	58.9	/	/	HA	
34	Wellnesse Children's Toothpaste	Strawberry	YES	USA	No	273.0	8.0	ND <5	133.0	/	YES	HA & CC & S	
35	Happy Tooth Kids Premium Natural Tootpaste	Vanilla Frosting	YES	USA	No	283.7	14.5	7.5	24.4	/	/	HYS & CC & Calcium-HA	
36	To be published / pending - 4	/	/	/	/	285.8	ND <5	13.0	21.5	/	/	Pending - 4	
37	Single-Ingredient Calcium Carbonate	None	NO	CANADA	No	292.0	29.0	11.0	274.0	/	/	CC	
	Lead Levels of 300 ppb & Up:	Flavor	Kids?	Country	Fluoride?	Lead	Cadmium	Mercury	Arsenic		Learn more at LeadSafeMama.com		
38	Colgate Watermelon Burst Toothpaste (for kids)	Watermelon	YES	USA	Yes	302.1	ND <5	6.9	ND <10	/	/	HYS	
39	Revitin Prebiotic Toothpaste	Citrus	YES	USA	No	307.7	50.3	12.6	125.4	/	/	HYS (Dental) & CC	
40	Zebr	Coconut	YES	USA	No	336.4	ND <5	5.7	ND <10	/	/	CC & HYS	
41	Crest Regular Toothpaste	Mint	NO	USA	Yes	399.0	ND <5	6.0	6.0	/	/	HYS & TD	
42	Now Solutions Xyliwhite Toothpaste Gel	Mint	NO	USA	No	421.0	ND <5	9.0	12.0	/	/	HYS	
43	Hello Dragon Dazzle Toothpaste	Blue Raspberry	YES	USA	Yes	428.4	ND <5	11.8	ND <10	/	/	HYS & TD	
44	Burt's Bees Purely White Toothpaste - new 5	Zen Peppermint	NO	USA	No	446.4	ND <5	12.2	ND <10	/	/	HYS & TD	
45	Davids Premium Toothpaste	Natural Peppermint	NO	USA	No	457.0	ND <25	ND <25	202.0	/	/	HA & CC	
46	Jason Kids Only Toothpaste	Strawberry	YES	USA	Yes	477.8	ND <5	8.1	ND <10	/	/	HYS & CC	
47	Hello Fluoride Free Toothpaste	Fresh Watermelon	YES	USA	No	493.0	ND <5	19.0	6.0	/	YES	HYS & TD	
48	Colgate Total Whitening Toothpaste	Mint	NO	USA	Yes	539.0	ND <5	10.4	ND <10	/	/	HYS	
49	Spry Kids Gel Toothpaste Anti-Cavity	Natural Bubblegum	YES	USA	Yes	568.1	ND <5	14.6	28.5	/	/	S & TD	
50	Just Ingredients Tooth Powder	Fresh Citrus	YES	USA	No	593.0	267.0	ND <12	1,500.0	YES	YES	BC, CC, HA	
51	Redmond Earthpaste Natural Toothpaste w Silver	Lemon Twist	YES	USA	No	3,500.0	31.0	ND <5	2,700.0	YES	YES	BC	
52	VanMan's Miracle Tooth Powder	Mint-Bone	NO	USA	No	4,258.4	48.6	8.5	5,820.9	YES	/	BC & HA	
53	Primal Life Dirty Mouth Kids Tooth Powder	Sweet Bubblegum	YES	USA	No	7,800.0	82.0	ND <63	5,500.0	YES	/	BC, KC, & NHA	
More Mainstream / Well Known Brands Highlighted in Blue												Learn More at LeadSafeMama.com	
LeadSafeMama.com													