



the Fact Sheet

from the Consumer Information Service

Oral Care – Toothpaste stripes

How do you get the stripes in toothpaste?

You may not know that the stripe in a striped toothpaste (such as Colgate® Total 12 Mint Stripe, Triple Action and Colgate Baking Soda and Peroxide) is also a toothpaste as well. It is normally the same as the main paste in the tube, but with a colour added. This is because a different paste would not be the same consistency, resulting in the stripes running together in the tube and losing their novelty value.

The stripe paste and the main paste are filled into the tube at the same time.

All toothpaste tubes are filled from the flat or 'crimped' end of the tube. Both pastes are stored separately in big tanks above the filling line.

A pump on the filling line forces both pastes along separate pipes leading from the tanks to a nozzle, under which the empty tubes pass. The nozzle contains separate compartments, one for each paste, with the stripe paste compartment on the outside of the main paste compartment. As the tube passes underneath the nozzle, it squirts both pastes at the same time into the tube. The tube is then sealed on the end and packed automatically into a carton.