



Uncle Harry's launches Lightly Sweet line as natural toothpaste sales surge



Business Research
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global natural toothpaste
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billion in 2026**

C onscious consumers have learned to examine and question the ingredients in what they eat and drink. According to an International Food Information Council (IFIC) survey, 62% of Americans check the ingredients list, and 52% rely on front-of-package claims for information.¹ Now, they are looking at oral care labels with the same scrutiny.

Shoppers who focus on avoiding artificial colors, preservatives and vague ingredients in their pantry are now bringing that same level of scrutiny to toothpaste. SPINS data notes that from April 2025 to April 2026, natural oral care sales rose 7.1%, with toothpaste jumping by 9.3%. Business Research Insights reports that the global natural toothpaste market will reach \$3.34 billion in 2026 and is projected to surpass \$6.5 billion by 2035.²





FOUNDER: UNCLE HARRY



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In particular, consumers are moving away from fluoride in toothpaste, with SPINS data showing a 14.9% drop from 2025 to 2026, while natural ingredients have surged, including other minerals (3,376.5%), coconut oil (645.5%) and herbal calendula (71.2%).³ It’s a trend retailers should be following if they are not already, since it’s creating opportunities to expand oral care assortments. At the center of this movement is a simple expectation: Ingredient lists should be transparent.

Founded in 1991, Uncle Harry’s took clean-food principles to oral care early. The family-run brand believes that what goes into the mouth—whether food or toothpaste—should meet the same high expectations. Uncle Harry’s uses 100% natural, food-grade ingredients that are simple and recognizable, including bentonite clay, sea salt, calcium carbonate and essential oils. The brand explicitly avoids synthetic foaming agents, preservatives and fillers and espouses a “free-from” philosophy that excludes glycerin, fluoride, synthetic additives and hidden allergens.

Just as consumers have learned to question terms like “natural flavors” in food, they are now examining toothpaste labels for similarly ambiguous components. In fact, FDA

Rooted in science, the brand’s formulations are designed around the chemistry of the mouth, drawing



from established guidance from regulatory and dental authorities, and support natural oral health processes, including remineralization, maintaining an alkaline environment, encouraging saliva production, reducing harmful bacteria, delivering trace minerals and effectively removing biofilm to encourage strong teeth.

Taste has historically been a barrier to broader adoption of natural oral care because clean products avoid synthetic sweeteners and complex flavor systems, and alkalinizing oral care can be quite salty to encourage saliva production. Uncle Harry's is addressing this challenge with

its new Lightly Sweet toothpaste line. These new flavors, including Bliss Mint, Coco Cardamom and Orange Blossom, use only pure essential oils and botanical extracts to achieve their flavor. By avoiding “natural flavors,” which can contain dozens of undisclosed compounds, the brand delivers on its promise for clean ingredients while still providing flavors consumers have come to associate with oral care.

For natural products retailers, this is a big win. Products that can satisfy both the demand for transparency and the expectation of enjoyable daily use are more likely to drive repeat purchases and grow the category.

1. International Food Information Council, “From ‘Chemical-sounding’ to ‘Clean’: Consumer Perspectives on Food Ingredients,” June 2021, <https://ific.org/wp-content/uploads/2025/04/Food-Ingredients-LSI-Survey.May-2021.pdf>.
2. Business Research Insights, “Natural Toothpaste Market Size, Share, Growth & Trends Analysis Report,” accessed April 27, 2026, <https://www.businessresearchinsights.com/market-reports/natural-toothpaste-market-123139>.
3. SPINS Oral Care Sales Data. April 2025 – April 2026.



Frequently Asked Questions

How is Uncle Harry's Lightly Sweet line an evolution of the original products?

The new Lightly Sweet toothpaste line represents an evolution of Uncle Harry's traditional salty formulas. Uncle Harry's original products stimulate saliva through mineral-rich salts, which is an important part of natural oral health. The new line offers more familiar toothpaste flavors while still prioritizing remineralization. Crafted with minimal, recognizable ingredients, the Lightly Sweet varieties—Bliss Mint, Coco Cardamom and Orange Blossom—maintain the brand's commitment to simplicity while appealing to a broader audience.

Why did Uncle Harry's expand beyond salty formulations?

The original salty formulas remain highly effective for oral health, particularly in promoting saliva production. However, not all users enjoy a salty taste. The Lightly Sweet line was created to make natural oral care more accessible, especially for those transitioning from conventional toothpaste. It provides a balanced option that preserves the integrity of the formulations while offering flavors with which new consumers will be more familiar.



What ingredients does Uncle Harry's avoid? Why?

Uncle Harry's is committed to free-from oral care, meaning it deliberately excludes ingredients such as glycerin, fluoride, gluten, common allergens and nanoparticles, including hydroxyapatite. Glycerin may coat teeth and interfere with remineralization. Fluoride is excluded for those seeking alternative approaches to oral health. Removing gluten and allergens ensures broader accessibility. And there are ongoing concerns about long-term safety of nanoparticles. These exclusions reflect a focus on transparency, safety and supporting the body's natural processes.



How does Uncle Harry's create appealing flavors without using natural flavors?

First it's important to acknowledge that "natural flavors," can contain many processed components, so Uncle Harry's uses pure essential oils and botanical extracts. This allows the brand to create enjoyable, market-friendly flavors while keeping ingredient lists simple and understandable. For example, Orange Blossom combines orange essential oil with vanilla CO₂ extract to achieve a naturally sweet profile. This approach ensures that flavor innovation does not come at the expense of ingredient integrity.

Are Uncle Harry's formulations supported by science?

Absolutely! Uncle Harry's formulations are guided by established principles of oral health chemistry and align with research associated with FDA and American Dental Association standards. The brand focuses on how natural ingredients interact within the oral environment, demonstrating that clean, simple formulations can be both effective and scientifically grounded without relying on synthetic additives.

How do Uncle Harry's products support the remineralization of teeth?

Uncle Harry's uses a comprehensive approach to fight

demineralization. The formulations help alkalize the mouth to counteract acid, reduce harmful bacteria and promote saliva production, which plays a vital role in enamel repair. The brand also provides bioavailable trace minerals from natural sources to support tooth strength and use gentle cleansing methods to remove biofilm. Together, these actions support the body's natural ability to remineralize and maintain healthy teeth.

Who is the Lightly Sweet line designed for?

The Lightly Sweet line is ideal for individuals who want a clean oral care routine but prefer a milder, more familiar taste. It's especially well-suited for those new to natural toothpaste, families seeking simple ingredient options and anyone looking for a balance between flavor and functionality.