

happybrush[®]





**happybrush is aiming to
breathe fresh air into the
stuffy oral care industry.
That's why we make
„Oral Care That Really Cares“**



ABOUT US



FOUNDED IN 2016



50 EMPLOYEES



FROM MUNICH,
GERMANY



OVER 12M ORAL CARE
PRODUCTS SOLD

MULTIPLE AWARDS:



GOOD FOR YOUR TEETH. AND FOR THE ENVIRONMENT

- 🦷 Highly effective oral care.
- 😊 Sustainable. Social. Modern.



NICE TO MEET YOU

Our portfolio of sustainable oral care products





MORE THAN
12 M
PRODUCTS
SOLD




In more than
7000 stores
internationally



MORE THAN
5 M
HAPPY
CUSTOMERS



WHAT OUR CONSUMERS SAY ABOUT US...



★★★★★
Sehr gut
4.84/5.00

Käuferschutz

Status: 04.11.2022 6.870 Reviews

FANTASTIC PRODUCTS!



I've been buying all products from happybrush for over 6 years now and am more than happy. Great products, great service!

Christa / 24.09.2022

CLEANS SO WELL!



Cleans the teeth fantastically well and great battery power which is really useful when on holiday.

Julian / 19.08.2022

GREAT STUFF!



I am super enthusiastic about how pleasant the toothbrush feels and how well it cleans. Great stuff!

Jost / 08.09.2022

OUR PRODUCT CATEGORIES

TOOTHBRUSHES

ECO V3 (SONIC)

ECO R2 (ROTATING)

BAMBOO (KIDS)



ECO V3
Black/Mint



ECO V3
White/Mint



ECO V3
All Black



ECO V3
Minions



ECO R2
Black



Toothbrushes
Minions



Toothbrushes
SuperColor

REFILLS

ECO V3 (SONIC)

ECO R2 (ROTATING)



ECO V3
Black/Mint



ECO V3
White/Mint



ECO V3
All Black



ECO V3
Minions



ECO R2
Black

ACCESSORIES



Travel Case
Black/Grey/Paper

OUR PRODUCT CATEGORIES

TOOTHPASTE

SUPER (ADULTS)

SUPER (KIDS)

SUPER (NATURAL)

dentural (NATURAL)



Toothpaste SuperBlack

Toothpaste SuperWhite

Toothpaste SuperClean

Toothpaste SuperGreen

Toothpaste SuperCoco

Toothpaste SuperBanana

Toothpaste SuperColor

Toothpaste SuperFresh

Toothpaste SuperOcean

Toothpaste SuperVegan

Toothpaste dentural

TABS

INDERDENTAL

CHEWING GUM

MOUTHWASH

FLOSS

INTERDENTAL BRUSHES



Tabs SuperClean



Mouthwash SuperClean



Floss SuperClean



Interdental Brushes SuperClean



Chewing Gum SuperClean

GOOD VIBRATIONS FOR YOUR TEETH

Eco VIBE 3: the first climate neutral sonic toothbrush worldwide that is made from recycled material*.



 **Climate neutral**
Product
ClimatePartner.com/15161-2012-1001

FINALIST
 **German
Sustainability Award
Design 2022**

**BEST
SELLER**

*housing of handle and charging station

TURNS EVERY HEAD

Eco R2: The first rotating toothbrush worldwide that is made from recycled material*.



FLEX HEAD TECHNOLOGY



HIGH PERFORMANCE POWER BATTERY



INDIVIDUAL CLEANING MODES



HIGH QUALITY TRIPLE BRISTLES



PRACTICAL TRAVEL LOCK



INTEGRATED QUADRANT TIMER



*housing of handle and charging station

REFILL BRUSHHEADS

What good would a sustainable electrical toothbrush do without sustainable refills to match? These will make you smile brightly for sure!



FROM ALMOST 100% RENEWABLE RAW MATERIALS¹



HIGH QUALITY, ROUNDED TRIPLE BRISTLES



¹ without bristles and inner core. Applies only to Eco V3 refills, Available in several colours.

TOOTHPASTE



- // Vegan sustainable toothpaste which is good for your teeth and good for the environment
- // Free from questionable ingredients
- // Tubes from 30% recycled materials and 100% recyclable

INTERDENTAL

- // Protects your teeth and the environment
- // For a gentle and effective care of teeth, gums and interdental spaces
- // High quality interdental brush handles from fast-growing bamboo
- // Packaging made from 100% recycled plastic* and FSC-certified carton



* Mouthwash bottle, floss dispenser (excl. window)

JUNIOR

- // Toothbrushes¹ and toothpaste² for kids. Effective, sustainable children's oral care for all those mini superheroes, adventurers and unicorn fans out there
- // Free from questionable ingredients
- // Tube from 30% recycled materials and 100% recyclable



1 Toothbrush suitable from age 3
2 Toothpaste suitable from age 6

happybrush®



**HIGHLY EFFECTIVE
TECHNOLOGY**



**SUSTAINABLE
SOLUTIONS**



**SOCIAL
MISSION**



2X DAILY: HIGHLY EFFECTIVE CLEANING



ROUNDED
TIPS



HIGH QUALITY
TRIPLE BRISTLES



40.000
VIBRATIONS
PER MINUTE



6 WEEKS WITHOUT RECHARGING



UP TO 6 WEEKS
BATTERY POWER



PRACTICAL
TRAVEL LOCK





3

INDIVIDUAL CLEANING MODES



3 CLEANING MODES:

- NORMAL
- SENSITIVE
- POLISH



INTEGRATED
2-MINUTE-TIMER

happybrush®



**HIGHLY EFFECTIVE
TECHNOLOGY**



**SUSTAINABLE
SOLUTIONS**



**SOCIAL
MISSION**

WE ARE TAKING RESPONSIBILITY




Certification for companies that are taking responsibility and commit themselves to adding value to the community and to ecological sustainability.

We have subjected ourselves to the vigorous testing programme which measures company leadership, employees' rights and impact on environment, society and customers.

And we are proud to have won the certification.



 5.500 B CORPS
WORLDWIDE

 48 B CORPS
IN GERMANY



SUSTAINABILITY MISSION

PLASTIC REDUCTION



Using recycled and recyclable materials



Using raw materials from renewable sources



Plastic free packaging and FSC-certified carton



New: Refurbishment service for our sonic toothbrushes

CLIMATE NEUTRAL



CO² compensation with Climate Partner while we are working on the CO² emissions of our processes

GOOD FOR YOUR TEETH. AND FOR THE ENVIRONMENT



FROM ALMOST
100%
RENEWABLE
RAW MATERIALS¹

100%
RECYCLED
MATERIAL²



1. Refill without filaments and inner core
2. Housing of handle and charging station



REFILL BRUSHHEADS

FROM RENEWABLE RAW MATERIALS*



Wood based fibres + Bio-Polymers
Using waste materials from FSC-certified wood industry



No felling of additional trees,
no competition to food production



100% recyclable material



*Brush head without filaments and inner core



SUSTAINABLY PACKAGED.



Das Zeichen für verantwortungsvolle
Waldwirtschaft



100% RECYCLABLE
LAMINATE TUBE



UP TO 30%
RECYCLED PLASTIC



CERTIFIED
CLIMATE NEUTRAL



CLIMATE NEUTRAL

happybrush is a climate neutral company with
all its products certified climate neutral.



Climate neutral

Product

ClimatePartner.com/15161-2012-1001

**CERTIFIED BY CLIMATE PROJECTS
WITH CLIMATE PARTNER**



**HIGHLY EFFECTIVE
TECHNOLOGY**



**SUSTAINABLE
SOLUTIONS**

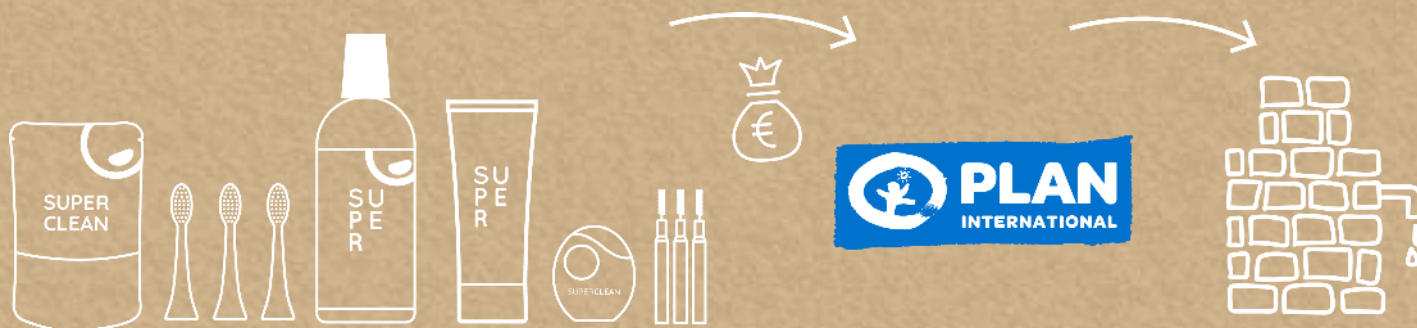


**SOCIAL
MISSION**



BRUSH YOUR TEETH AND DO GOOD.

Since May 2020, we have been donating to Plan International for every pack sold of our refill brush heads, mouthwash, toothpaste, tabs, interdental brushes and floss. This is how we are supporting drinking water projects in Ghana und Malawi.



**WE MAKE
THE WORLD
SMILE**

♥ **happybrush[®]**

