

ORGANICALLY EPIC



REDUCED WASTE DENTAL CARE



COMPOSTABLE



RECYCLABLE



PANDA FRIENDLY

‘because natural & organic dental products should be fun,
luxurious and sustainable, but above all, they should work!’

Jayne Clark-Denyer



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OUR STORY

Starting out in 2015 as an Organic distribution business it didn't take our founder, Jayne Clark-Denyer, long to realise that natural and organic dental was light years behind where skincare was in the UK. Not being able to find any dental for herself or her family that was truly sustainable and also unrivalled in efficacy it took Jayne a year to launch our first dental product in 2018. Shortly after we launched our other products one by one and by late 2019 we were no longer distributing other brands due to the success of our own brand.

We only work with the best manufacturers who are willing to be flexible and work alongside us to make sure they are also looking into becoming more sustainable. Making sure they can provide truly renewable materials with as little impact on the earth as possible.

Our bamboo is FSC certified with germination taking place in Spring and Autumn. Our bamboo is harvested at maturity and does not effect the Giant Panda's delicate eco system, or that of other wildlife. All our other materials, from our floss to our packaging, are made of the most sustainable materials possible whilst also being highly effective in our dental care.

We want people to feel confident in the efficacy of the materials in our products whilst also being as kind to the environment as possible. Confidence is key and there's nothing better than having good oral health, fresh breath, brightened teeth and whilst also lowering your impact on the earth.



OUR FOUNDERS STORY & EXPERIENCE

I'm a Formula Botanica graduate and have spoken at Professional Beauty, Kings College, Vegan Shows and Women in business events covering a wide range of topics from how to build your beauty business to Conscious Consumerism and how you can be truly sustainable through your dental routine and buying choices.

I founded Organically Epic in 2015 through a need to not only bring the best of the best to market as a distributor but to also educate myself on how Organic and Natural is better for our health and for the health of our planet.

My daughter had a pretty nasty allergic reaction, shortly after she was born, way way back in 2012 that meant a short stay in hospital. When I was told it was due to a conventional, well marketed at families, bath wash I was horrified. Not wanting to do this again to my daughter I overhauled our cosmetics and personal care items, educating myself (properly, this not just internet googling) and learning about Organic and Natural ingredients as well as the side effects of some often used ingredients that were seen as safe to the mass market.

I also spoke to Doctors, Skincare specialists and brand owners about their experiences and expertise.

In 2015 I launched Organically Epic as a specialised distribution business, having no experience of my own to launch my own brand I made it my mission to learn everything that I could about Organic and Natural market as well as the science behind the amazing Natural and Organic ingredients that we all know and love today.

I've always struggled with my own dental health and after speaking to colleagues, peers, friends and family they all seemed to have the same issues that I did. With this in mind and hundreds of hours of research and study I relaunched Organically Epic, 2.0 so to speak, with our first ever dental product, our toothbrush in 2018.

After an amazing reception and launching our other products, we became very busy so a choice had to be made. In late 2019 we stopped distributing other brands, conceding that we needed to focus on our own products pushing the brand forward so ultimately, we could become a fully fledged all singing all dancing, Natural and Organic Dental Brand.

Fast forward to now, nearing the end of 2020, lockdown and covid-19 has given me further resolve on what I want for Organically Epic and what we are doing for the future.



OUR VISION

01. To bring truly sustainable dental care to the market. No green washing, just truth and transparency.
02. To provide dental care that merges science with the natural world where possible.
03. Efficacy is key, our products have to work and we will not make unsubstantiated claims.
04. To provide the best there is in packaging options. Packaging that is right for the product as well as causing the least amount of harm to the environment and Earth as is possible.
05. We are very much a reduced waste and waste reduction brand rather than a zero waste brand.
06. To provide exceptional dental options for the whole family.
07. To have certifications where possible from the Soil Association, Vegan Society, Cruelty Free and PETA.
08. For our packaging and ethos to be educational but also fun! Dental is a bit bleurgh, but it doesn't need to be.





CHARCOAL ADULT TOOTHBRUSHES

THE STATS

- Bamboo Handle – naturally antibacterial and antimicrobial
- Charcoal Infused nylon bristles for extra brightening and bacteria busting
- 100% Vegan and approved by PETA
- Available in soft, medium and firm bristle
- Will last up to 3 months depending upon use
- Boxes of 12 available for retail.

THE PACKAGING

- Cardboard.

THE SUSTAINABILITY

- Our bamboo is made from renewable materials and sustainably sourced
- It is made from mature bamboo in order to not interrupt the Panda's delicate eco system
- Whilst our bristles are made out of charcoal fibre, it does also contain nylon. This is due to efficacy and available materials. Other materials the pertain to be biodegradable have either turned out not to be and also to not clean the teeth as we would also expect
- With that in mind, our bristles contain 10% less plastic than conventional toothbrush bristles
- The toothbrush packaging is 100% free of plastic.

THE DISPOSAL

- You can either separate the bristles from the brush handle, composting or recycling the brush handle with the bristles also going in the recycling
- The packaging can be composted or recycled
- Always check local recycling policies.

CHILDREN'S BAMBOO TOOTHBRUSHES

THE STATS

- Bamboo Handle – naturally antibacterial and antimicrobial.
- Bamboo Infused nylon bristles that pull away stains and fight against plaque, the number one cause of tooth decay
- 100% Vegan and approved by PETA
- Available in soft and medium bristle
- Will last up to 3 months depending upon use
- Boxes of 12 available for retail.

THE PACKAGING

- Cardboard.

THE SUSTAINABILITY

- Our bamboo is made from renewable materials and sustainably sourced
- It is made from mature bamboo in order to not interrupt the Panda's delicate eco system
- Whilst our bristles are made out of bamboo fibre, it does also contain nylon. This is due to efficacy and available materials. Other materials the pertain to be biodegradable have either turned out not to be and also to not clean the teeth as we would also expect
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THE DISPOSAL

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- The packaging can be composted or recycled
- Always check local recycling policies.



CHARCOAL FLOSS & REFILLS

THE STATS

- 45 metres of charcoal infused floss.
- Charcoal to pull away stains and deodorise between teeth.
- 100% Vegan and approved by PETA.
- Refills also available – this includes x2 floss bundles per pack.
- Materials made of charcoal fibre, polymer, candelilla wax and organic peppermint essential oil.
- Available in single units for retail.

THE PACKAGING

- Standard floss has a glass container, aluminium lid and cardboard packaging.
- Floss refills includes x2 floss bundles and is contained in waxed paper with cardboard packaging.



THE SUSTAINABILITY

- Sustainably and renewably sourced.
- Polymer (polyester) is included in the charcoal fibre materials due to efficacy and availability. As a vegan brand we would not use silk and corn starch does not give the desired effect with regard to efficacy of cleaning and brightening.
- With that in mind this means that our flosses are up to 90% less plastic than conventional flosses. This includes the floss materials and packaging.
- The packaging and container is 100% free of plastic.
- Our refills are contained within candelilla waxed paper within their cardboard packaging. 100% free of plastic.

THE DISPOSAL

- Dispose of your floss in your general recycling.
- The glass container can be used for refills.
- The packaging can be composted or recycled.
- Always check local recycling policies.





STAINLESS STEEL TONGUE CLEANER

THE STATS

- x2 Tongue Cleaners per pack
- Made of stainless steel
- 100% Vegan and approved by PETA
- Gets rid of debris, bacteria and dead cells that build up over time, as well as enhancing taste
- Helps balance the mouth's delicate oral microbiome to prevent cavities, gum disease and bad breath
- Available in single units (ie one pack of 2) for retail.

THE PACKAGING

- Cardboard.

THE SUSTAINABILITY

- Sustainably and renewably sourced
- Made of stainless steel, easily cleanable and also, can last a life time.

THE DISPOSAL

- The tongue cleaners are meant to be used for life so are made of a lifetime material
- The packaging can be composted or recycled
- Always check local recycling policies.



BAMBOO INTERDENTAL BRUSHES



THE STATS

- x8 Interdental brushes per pack
- Size 0 / 4mm / Pink
- Handle made of bamboo, wire made of stainless steel, dupont bristles
- 100% Vegan and approved by PETA
- Available in single units (ie one pack of 8) for retail.

THE PACKAGING

- Cardboard.

THE SUSTAINABILITY

- Our bamboo is made from renewable materials and sustainably sourced
- It is made from mature bamboo in order to not interrupt the Panda's delicate eco system
- Each interdental brush can be used for one week, or beyond, depending on how the customer uses and cares for them.

THE DISPOSAL

- Remove the stainless steel wire from the bamboo handle
- Compost or recycle the handle
- The wire and bristle can be recycled
- The packaging can be composted or recycled
- Always check local recycling policies.

CONSCIOUS COTTON BUDS

THE STATS

- x200 Cotton buds per pack
- Made of bamboo and organic cotton
- 100% Vegan and approved by PETA
- Available in single units (ie one pack of 200) for retail.

THE PACKAGING

- Cardboard, excellent density and size to be reused for pen holders and paint brush holders for adults or children.

THE SUSTAINABILITY

- Our bamboo is made from renewable materials and sustainably sourced
- It is made from mature bamboo in order to not interrupt the Panda's delicate eco system.

THE DISPOSAL

- The entire cotton bud can be composted or recycled after use
- The packaging can be composted, recycled or reused
- Always check local recycling policies.



BAMBOO STRAWS

THE STATS

- x6 Bamboo Straws per pack
- Comes with a stainless steel pipe cleaner for ease of washing
- 100% Vegan and approved by PETA
- Available in single units (ie one pack of 6) for retail.

THE PACKAGING

- Cardboard.

THE SUSTAINABILITY

- Our bamboo is made from renewable materials and sustainably sourced
- It is made from mature bamboo in order to not interrupt the Panda's delicate eco system
- With the correct care, our straws can last for years.

THE DISPOSAL

- Entire straw can be composted or recycled once it starts to split or breakdown
- The packaging can be composted or recycled
- Always check local recycling policies.



WHAT WE CAN OFFER YOU

- Trial and first order of £30 MOQ excluding VAT
- Orders thereafter are an MOQ of £80 excluding VAT
- Standard UK Shipping costs start at of £3.95
- Special offers emailed to you monthly
- Shipping prices to the EU and Globally available on request
- Your own dedicated account manager
- VIP invitations to any trade show we attend
- POS materials where appropriate.

	Wholesale (exc VAT)			RRP (inc VAT)
	Spend under £150	Spend between £150 and £300 45% MARGIN	Spend over £300 50% MARGIN	
Toothbrush	£2.50	£2.29	£2.08	£4.99
Floss	£2.63	£2.41	£2.19	£5.25
Floss refills	£3.45	£3.16	£2.88	£6.90
Interdental	£2.50	£2.29	£2.08	£4.99
Tongue Cleaner	£3.08	£2.82	£2.56	£6.15
Cotton Buds	£2.50	£2.29	£2.08	£4.99
Straws	£2.75			£5.50

EXAMPLE PACK 1:

40% MARGIN

- x1 Adult toothbrush w/s pack (12 per pack)
- x4 Charcoal Vegan Floss
- x4 Charcoal Vegan Floss refills
- x4 Tongue Cleaner packs (x2 per pack)
- x4 Bamboo Straws (x6 per pack)
- x4 Conscious Cotton Buds (x200 per box)

EXAMPLE PACK 2:

45% MARGIN

- x2 Adult toothbrush w/s pack (12 per pack)
- x1 Children's toothbrush w/c pack (12 per pack)
- x10 Charcoal Vegan Floss
- x8 Charcoal Vegan Floss refills
- x10 Tongue Cleaner packs (x2 per pack)
- x10 Bamboo Straws (x6 per pack)
- x10 Conscious Cotton Buds (x200 per box)

EXAMPLE PACK 3:

50% MARGIN

- x1 box of every toothbrush type (12 per pack)(Adults: soft, medium, firm. Childs: soft, medium)
- x20 Charcoal Vegan Floss
- x20 Charcoal Vegan Floss refills
- x20 Tongue Cleaner packs (x2 per pack)
- x20 Bamboo Straws (x6 per pack)
- x20 Conscious Cotton Buds (x200 per box)

Please note all wholesale prices are quoted excluding VAT.

Please note all RRP are quotes including VAT

PRICE POSITION

- Our price position is in line with our competitors or slightly higher in some areas.
- This is due to efficacy and our investment in our products with regard to making sure our manufacturer in China is above board in every way that we require.
- We are a small business so hope that as we grow, we are able to bring the price down slightly by scaling up production.

BRAND POSITION

- Trust. We are trusted that our products are as we say they are.
- We make products that are not only good for our customers and the planet, they are fun yet luxurious with amazing quality and attention to detail.
- An entire dental range that is suitable for all, including children.
- Independently Woman owned small business.
- Relatable to other families who have busy lives and are struggling to find the best option for them to lower their carbon footprint whilst also having a product that works.
- Heavily focused on sustainability and efficacy, merging the two without compromising on quality.
- Belief in the science. How things work, why they work and if the product is good enough.





TARGET AUDIENCE

- Families and individuals who are looking for products that they can rely on.
- Products that work but are easy to use as there is a clear definition of how they are disposed of.
- People looking to dip their toe in the natural, organic and sustainable water but have used products that don't work in the past so are wary.
- Families and individuals that shop in store but want more sustainable dental options that are easy to understand.
- Ease of use is a big one for our customers as is supporting small business.

EXPANSION

- We have been working on a COSMOS certified Organic toothpaste for nearly 2.5 years. This product is currently going through challenge and stability testing. We hope to launch by the end of January 2021, earlier if we can.
- We are also working on launching COSMOS certified natural toothpaste tablets that will launch 2 or 3 months after the toothpaste.
- In the pipeline we have products in the pipeline to join our dental range, everything from children's toothpaste to dental powders, to mouthwashes and breath freshers. Our dental launches are very much in our three year plan.

PRESS & PR

VeganLife

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