

**THE
HUMBLE[®]
CO.**

tongue cleaner

This tongue cleaner from The Humble Co. is brought to you by dentists who care about your oral health, our environment and children in need of oral care.

BRAND POSITIONING

**DESIGNED IN SWEDEN
DEVELOPED BY DENTISTS
KIND TO OUR PLANET
HUMBLE TO OTHERS**

Our Swedish design heritage enables a premium positioning and price point
Our dental expertise ensures it is a good toothbrush
Our eco credentials ensure it is kind to the planet in a volume category
Our "One Brush, Two Smiles" proposition offers a unique CSR/giving opportunity





3.6 BILLION EVERY YEAR
THE PLASTIC
PROBLEM



HANDCRAFTED
THE BAMBOO
SOLUTION

**THE
HUMBLE
CO.**



**NORMAL LIFESPAN
BIODEGRADABLE HANDLE
ULTRA-SOFT, BPA-FREE, BRISTLES**



**AMAZING SUSTAINABILITY
COMPOSTABLE PACKAGING
HUMBLE/GIVING BACK**



**GO HUMBLE,
GIVE SMILES.**

Go Humble, Give Smiles goes beyond giving oral care products to children in need. The Humble Smile Foundation delivers comprehensive, preventive oral care in sustainable projects around the globe, funded directly by your Humble Brush purchase.

OUR HUMBLE PROJECTS

The **Humble Smile Foundation** manages a growing number of projects across the globe. These are funded from the sales of Humble Brushes and from the wonderful support we receive from our corporate partners.

- | | |
|--------------------|--------------|
| India | Guatemala |
| The Gambia | Estonia |
| Ethiopia | Mexico |
| Nepal | Iraq |
| Mozambique | Burkina Faso |
| Nicaragua | Peru |
| Dominican Republic | Costa Rica |



AMBASSADORS

SUPPORTED BY THE BEST

This task force is made up of dentistry's global leaders. Through their professional and educational efforts they have achieved prominence amongst their peers and their opinions and contributions shape the dental profession. As Humble Smile Ambassadors, they leverage their world-wide recognition to advance the cause of environmentally and socially responsible tooth brushing.



From left to right: Christian Coachman - Brazil, Robert Dyas - UK, Houda Barbery - The Netherlands, Miguel Stanley - Portugal, Chris Barrow - UK, James Hamill - Ireland, Joe Bhat - UK, Fadi Yasmin - Australia, Mark Sebastian - Germany, Moody Alexander - USA

THE HUMBLE CO.

