

# Introducing Tooth Angel

How **Tooth Angel** is revolutionising oral care with sustainability and luxury

Tooth Angel proudly announces its official launch, marking a significant milestone in the realm of oral health and sustainability. The culmination of research and unwavering dedication, Tooth Angel sets out to redefine oral care with a commitment to health-conscious practices and planet-positive initiatives.

At the heart of Tooth Angel lies a mission to fuse luxury with sustainability, ensuring each smile sparks a positive change for both individuals and the environment.

With a range of innovative products designed to elevate the oral care experience, Tooth Angel is poised to revolutionise the way we approach dental hygiene.

The flagship product, the Tooth Angel Toothbrush, epitomises the brand's commitment to sustainability and effectiveness. Featuring a recyclable plastic handle designed for lifelong use, paired with replaceable heads, the Tooth Angel Toothbrush reduces waste while ensuring optimal oral hygiene. This innovative approach is backed by research conducted by leading experts, including Prof Ashley from UCL Eastman and Brett Duane from Trinity College, Dublin, who in a joint study (Sept 2020) found that plastic manual toothbrushes with replaceable heads are the best type for both the planet and associated human health. Across two papers published in the *BDJ*, researchers reported on the environmental impact and cost to human health of four types of toothbrush: electric, traditional plastic, plastic with replaceable heads and bamboo.

## A spa-like experience

Tooth Angel wants to bring the love back to brushing and flossing, making it a spa-like

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experience rather than a chore.

The product range extends beyond toothbrushes, encompassing a comprehensive suite of oral care essentials. The Tooth Angel Floss, for instance, boasts the softest, fluffiest texture, crafted from recycled bottles, and coated with hydroxyapatite and xylitol for 360° protection against plaque and decay with a refillable case.

Meanwhile, the Tooth Angel Toothpaste, available in Wild English Mint and Cinnamon Mint flavours in toothpaste tubes made from sugarcane and 100% recyclable is enriched with biomimetic hydroxyapatite from Italy, postbiotics, Vitamin E, and Aloe Vera, offering unparalleled oral health benefits while being free from SLS, BPA, and titanium dioxide.

Experience the refreshing Tooth Angel Breath Spray, presented in exquisite, elegant bottles and available in two delightful flavours. Infused with stabilised chlorine dioxide, it effectively combats bad breath while boasting additional benefits such as prebiotics, potassium citrate, xylitol and vitamin E.

## A conscious approach

Tooth Angel is the brainchild of Dr Shameek Popat alongside a great team including Nishan Dixit, Sonal Tanna, Andrew Chandrapal,

Monika Patel, Sam Jethwa, Shilpa Murthy, Ian Dunn, Anni Seaborne and Andy Acton.

'In a world where sustainability often clashes with convenience, our mission is clear: to disrupt the status quo of oral hygiene. By challenging the cognitive dissonance surrounding toothbrushes, we're paving the way for a more conscious approach to dental care – one brush at a time,' explains Dr Shameek Popat.

In addition to its dedication to environmental stewardship, Tooth Angel remains committed to giving back to the community. Through strategic partnerships with charitable organisations such as Operation Smile, Mouth Cancer Foundation, Tubules Foundation and Wells on Wheels, Tooth Angel pledges to donate a portion of proceeds to support vital initiatives and causes.

## Join the Tooth Angel mission

As Tooth Angel sets forth on its journey, the brand invites dental practices and individuals alike to join in its mission to redefine oral care. The Tooth Angel products are available to sell in your dental practice exclusively.

With a steadfast focus on innovation, sustainability, and giving back, Tooth Angel represents not just a brand, but an idea whose time has come.



As part of Tooth Angel's commitment to dental professionals, all practitioners are invited to register on the website to gain access to exclusive trade prices. By registering, dental professionals can enjoy special pricing tailored to their needs, allowing easy ordering of Tooth Angel's premium products, which you can sell to patients at the suggested RRP. Visit the website today to register and unlock the benefits of partnering with Tooth Angel for superior oral care solutions.

For more information about Tooth Angel and its range of products, please visit [www.toothangel.co.uk](http://www.toothangel.co.uk) or email [info@toothangel.co.uk](mailto:info@toothangel.co.uk).