



Press release:

HYDROPHIL FROM HAMBURG: MARKET LEADER IN THE SEGMENT OF SUSTAINABLE TOOTHBRUSHES MADE OF BAMBOO

Hamburg, October 2018.

HYDROPHIL, the market leader for sustainable bamboo toothbrushes in German-speaking countries, continues to pursue its ecological mission. With almost 1.5 million environmentally friendly toothbrushes sold, the HYDROPHIL-team can take stock and claim more than 23.4 tons of saved plastic on their behalf. HYDROPHIL continues to focus on the consistent development of its resource saving hygiene products.

In addition to the popular bamboo toothbrush, the portfolio of the young company includes many additional innovative and sustainable products for saving water in the bathroom. The toothbrush cup as well as cotton swabs and konjac sponge are made of renewable materials. Moreover, in the production of their handmade soap special attention is paid to the fact that exclusively pollution free and natural ingredients are used.

The success proves the brand from Hamburg is right. In 2017, their children's toothbrush was awarded with the "Vegan Innovation Award" in the lifestyle category at Germany's most popular vegan trade fair, the veganfach. Also, the company HYDROPHIL itself was awarded the "Sustainability Project" prize. In addition, the sustainable toothbrush case made of bamboo was awarded the "Best new product 2017" at the world's largest natural cosmetic fair VIVANESS.

A lot has happened since then, and their classic toothbrush has been further improved by a number of innovative developments. In 2018 HYDROPHIL decided to use new bristles based on the natural product castor oil. This means the entire toothbrush is now free of plasticizers (BPA), free of petroleum and 100% bio-based. In addition, the colour selection has been elaborated. With AURO the choice fell on certified natural colours, which are harmless to humans and the environment and are biodegradable. HYDROPHIL has thus taken another big step towards its vision of a sustainable bathroom.

The water-loving toothbrush pioneers from the north still have a lot on their plates. Driven by the desire for constant optimisation of water-neutral products and the search for innovation, the Hamburg label continues to work on improvements and new products. Be curious what the future holds with HYDROPHIL for your environmentally friendly bathroom.

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