



## **Press release**

### **TIO - SUSTAINABLE DENTAL CARE WITH REPLACEABLE TOOTHBRUSH HEADS**

Berlin, October 2018.

Hey we're TIO! A brand from Berlin founded by Benjamin Beck and Fabian Ghoshal. The two founders have made it their business to combine sustainability with minimalistic design. The focus of the start-up lays on the continuous development of their products combining innovative ways of avoiding waste. The approach: Improve, Reduce and Reuse!

Future-oriented ideas and the advisory support of Professor Dr. Stefan Zimmer, one of the leading dental specialists and professor for tooth preservation at the University of Witten/Herdecke, have led to the result TIO is presenting at the moment: a vegan and CO<sub>2</sub>-friendly toothbrush with a replaceable bristle head. The reusable handle not only lies well in the hand, but also impresses with its aesthetic shape. The cooperation of high-ranked expertise in the field of dentistry guarantees an optimal use for dental hygiene. The result is a product that scores not only in terms of aesthetics, but also in terms of functionality.

Various awards prove the young Berlin company right: In addition to several design awards TIO also received awards for the environmentally friendly protective cover of its toothbrushes. This serves both as packaging and hygienic travel cap and can be reused. Therefore not only sustainability but also possible incompatibilities for humans can be excluded.

The vision of the brand is its constant development of its products and a sustainable redesign of everyday objects. The use of plant-based materials ensures a high level of CO<sub>2</sub> savings. The

patented replaceable head mechanism also leads to a 70% reduction in waste. TIO is still at the beginning with its interchangeable toothbrushes. Their ambitious mission: sustainable, aesthetic and better oral hygiene. Be excited about future projects and become part of the movement for clean teeth and a clean environment.

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