FDI and Royal Philips sign global agreement to promote the importance of oral health

By Philips

GENEVA, Switzerland: Considering the more than two billion plastic toothbrushes that end up in landfills every year, wouldn’t anyone rather opt for an eco-friendly and sustainable alternative to the humble brush? Swedish company FDI is doing just that, through their link with the world’s fastest growing plant, bamboo. For every humble brush sold, the company dedicates a toothbrush or alternative oral care to people in need. This involves partnering with organisations, the foundation currently operates at 15 sites around the world. With a help-to-help-themselves approach, its projects aim to raise oral health awareness and implement behavioural changes in order to address the critical lack of access to dental care in many of the world’s poorer and remote areas. This involves oral hygiene interventions, such as monitored toothbrushing and dietary adjustments, as well as general oral health education for caretakers and residents of dental clinics.

Founded in 2014, the company now has local offices around the world, including Finland, Latvia, the UK, Greece, Turkey and the US. “We are planning to open up in 25 new markets in 2016, making Humble Brush the world’s fastest growing brand in the oral care industry,” Abdayem said.

Humble Brushes are available in adult and child sizes, starting from US$4.99 (£4.60). More information about the company and the foundation can be found at www.humblebrush.com and www.humblesmile.org.

Humble Brush: Charitable and eco-friendly approach to global oral care

By Kristin Hübner, DTI

STOCKHOLM, Sweden: Considering the more than two billion plastic toothbrushes that end up in landfills every year, wouldn’t anyone rather opt for an eco-friendly and sustainable alternative to the humble brush? Swedish company FDI is doing just that, through their link with the world’s fastest growing plant, bamboo. For every humble brush sold, the company dedicates a toothbrush or alternative oral care to people in need. This involves partnering with organisations, the foundation currently operates at 15 sites around the world. With a help-to-help-themselves approach, its projects aim to raise oral health awareness and implement behavioural changes in order to address the critical lack of access to dental care in many of the world’s poorer and remote areas. This involves oral hygiene interventions, such as monitored toothbrushing and dietary adjustments, as well as general oral health education for caretakers and residents of dental clinics.

Founded in 2014, the company now has local offices around the world, including Finland, Latvia, the UK, Greece, Turkey and the US. “We are planning to open up in 25 new markets in 2016, making Humble Brush the world’s fastest growing brand in the oral care industry,” Abdayem said.

Humble Brushes are available in adult and child sizes, starting from US$4.99 (£4.60). More information about the company and the foundation can be found at www.humblebrush.com and www.humblesmile.org.

Humble Brush’s bamboo toothbrushes are available in adult and child sizes. For every Humble Brush sold, the company dedicates a toothbrush or alternative oral care to people in need. (Photograph: Humble Brush)