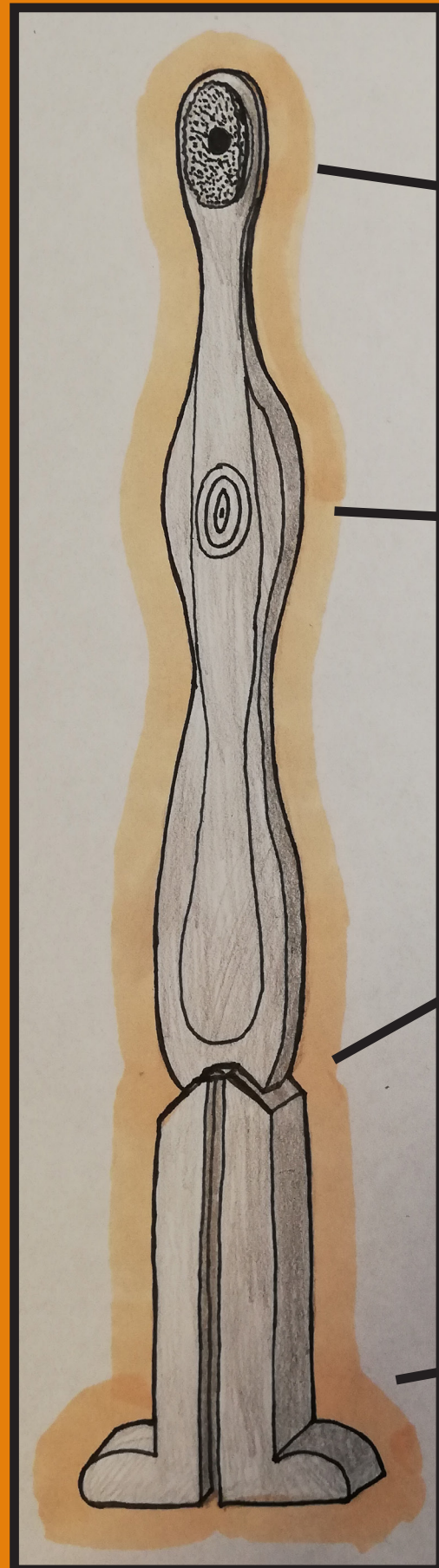


Idea Generation

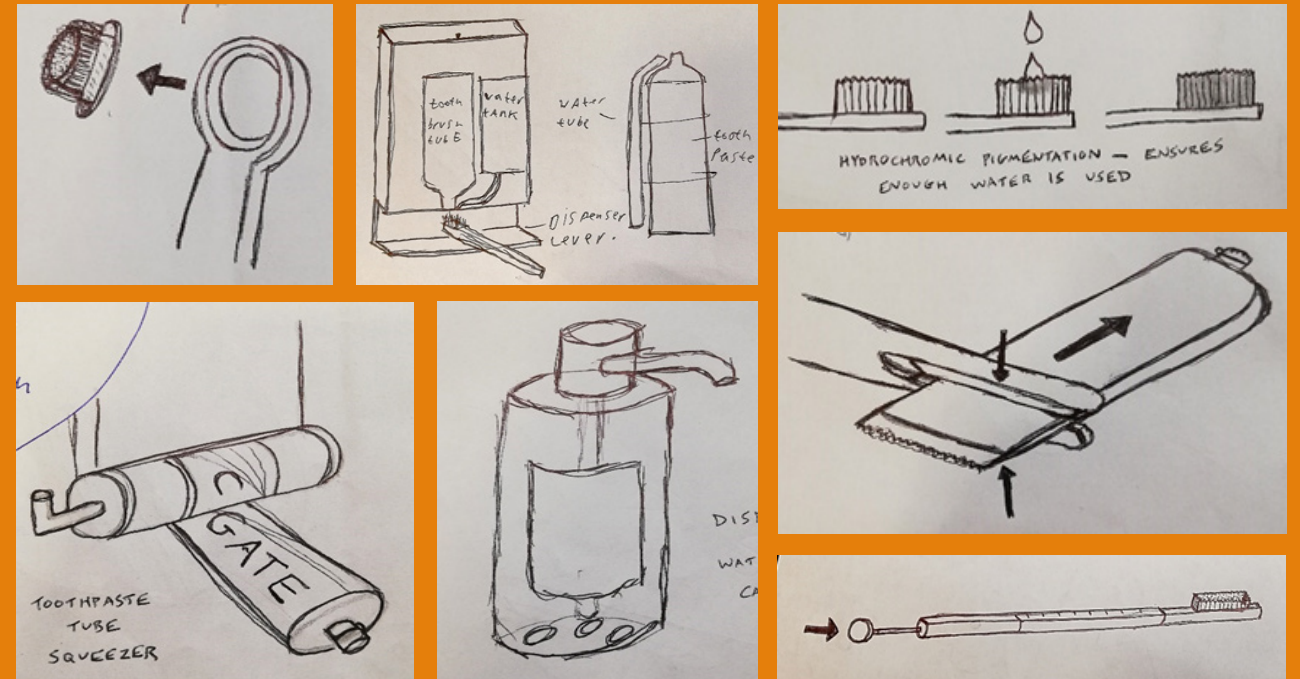


Dosage marker - saves money by preventing the overuse of toothpaste

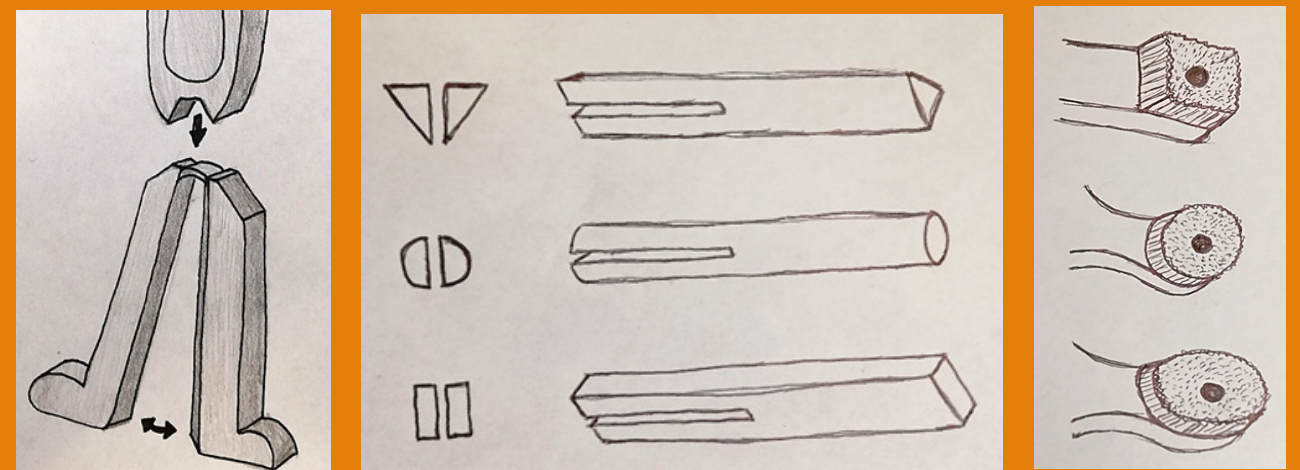
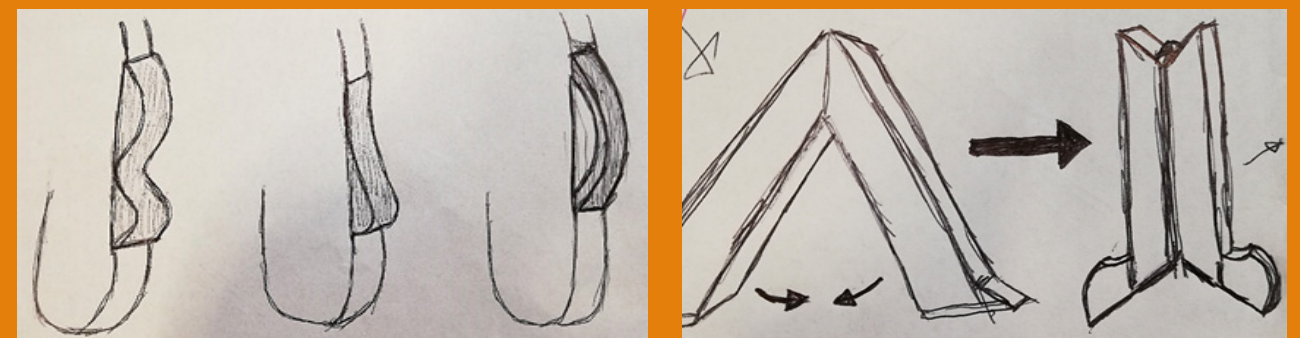
Ergonomic polypropelyne body with rubber grips for a comfortable teeth-brushing experience

Slot system simplifies storage and maximises airflow when drying out the brush head

Stand also functions as a toothpaste tube clamp to prevent waste



INITIAL SKETCHES



CONCEPT DEVELOPMENT