

**THE  
HUMBLE<sup>®</sup>  
CO.**

*natural  
toothpaste*

This toothpaste from The Humble Co. is brought to you by dentists who care about your oral health, our environment and children in need of oral care.

- HUMBLE ORAL CARE - NATURAL TOOTHPASTE

# INNOVATIVE

This toothpaste from The Humble Co. is brought to you by dentists who care about your oral health, our environment and children in need of oral care. It is useful for the prevention of: cavities; bleeding gums; bad breath; plaque; staining, and tooth loss.



ECO-FRIENDLY &  
SOCIALY RESPONSIBLE



ISO 9001:2008  
ISO 14001:2015

- Fresh mint toothpaste with fluoride
- Charcoal toothpaste with fluoride



# FRESH MINT



SLS  
FREE

# CHARCOAL



## Welcome to the dark side of the tube.

Our activated charcoal toothpaste is thoughtfully formulated with sustainable coconut shells, a natural detoxifier and odor-reducer that's super-effective at whitening and polishing. Beyond whitening teeth, it kicks plaque to the curb, and takes care of your mouth and your breath with fresh mint.

Oh, and in case you missed it, the paste is black.

# THE FAMILY



FRESH MINT 75 ML



CHARCOAL 75 ML



KIDS 75 ML



FRESH MINT 10 ML



CHARCOAL 10 ML

## FRESH MINT



### THESE ARE THE INGREDIENTS:

HYDROGENATED STARCH HYDROLYSATE, AQUA, HYDRATED SILICA, LAURYL GLUCOSIDE, XANTHAN GUM, MENTHA PIPERITA OIL, SODIUM FLUORIDE, ZINC GLUCONATE, MENTHOL, STEVIA REBAUDIANA EXTRACT, ALOE BARBADENSIS LEAF JUICE POWDER, SALVIA TRILOBA LEAF EXTRACT, CHAMOMILLA RECUTITA FLOWER EXTRACT, COMMIPHORA MYRRHA RESIN EXTRACT, LIMONENE, CI 77891

### THINGS WE MUST SAY LEGALLY:

For adults only. Contains Sodium Fluoride.

### WE RECOMMEND TO:

Gently brush all surfaces of the teeth, gums and tongue for at least two minutes, at least twice a day. For extra protection, avoid frequent acidic and sugary foods and drinks. Please brush with a biodegradable Humble toothbrush. It's our planet, our home. Let's be Humble about it.

## CHARCOAL



### THESE ARE THE INGREDIENTS:

SORBITOL, AQUA, HYDRATED SILICA, LAURYL GLUCOSIDE, XANTHAN GUM, AROMA, CHARCOAL POWDER, SODIUM FLUORIDE, ZINC GLUCONATE, STEVIA REBAUDIANA EXTRACT, LIMONENE

### THINGS WE MUST SAY LEGALLY:

For adults only. Contains Sodium Fluoride.

### WE RECOMMEND TO:

Gently brush all surfaces of the teeth, gums and tongue for at least two minutes, at least twice a day. For extra protection, avoid frequent acidic and sugary foods and drinks. Please brush with a biodegradable Humble toothbrush. It's our planet, our home. Let's be Humble about it.

## KIDS



### THESE ARE THE INGREDIENTS:

SORBITOL, AQUA, HYDRATED SILICA, XYLITOL, XANTHAN GUM, LAURYL GLUCOSIDE, GLYCERYL CAPRYLATE, PENTYLENE GLYCOL, AROMA, SODIUM FLUORIDE, MAGNOLIA OFFICINALIS BARK EXTRACT, STEVIA REBAUDIANA EXTRACT, CI 77891.

### THINGS WE MUST SAY LEGALLY:

For kids until the age of 6. Contains Sodium Fluoride.

### WE RECOMMEND TO:

Gently brush all surfaces of the teeth, gums and tongue for at least two minutes, at least twice a day. For extra protection, avoid frequent acidic and sugary foods and drinks. Please brush with a biodegradable Humble toothbrush. It's our planet, our home. Let's be Humble about it.

**THE  
HUMBLE<sup>®</sup>  
CO.**

THE TUBE

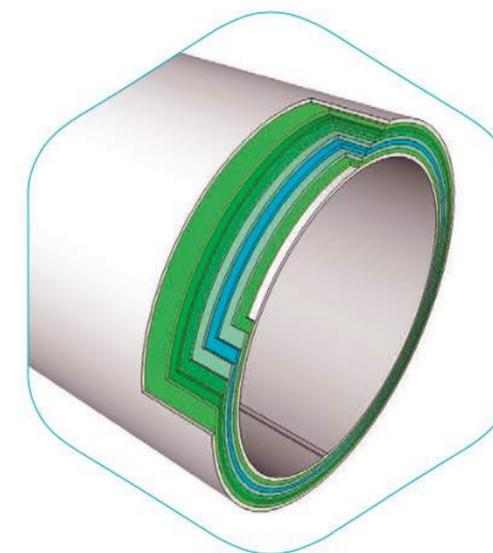


**Greenleaf<sup>®</sup>**

Optimized Production Process.  
Less Plastic Content. Reduced  
Environmental Impact.

/ Albéa Greenleaf<sup>®</sup> patented technology is a superior new choice, thanks to its:

- . Efficient one-step production process
- . Thinner web with the same tactile appeal
- . Reduced environmental impact



# THE HUMBLE CO.

DISPLAY

75ml e



Box made from recycled materials

Shelf-ready display  
**14 tubes**



**GO HUMBLE,  
GIVE SMILES.**

Go Humble, Give Smiles goes beyond giving toothpaste to a child in need. The Humble Smile Foundation delivers comprehensive, preventive oral care in sustainable projects around the globe, funded directly by your Humble Brush purchase.

By listing the Humble toothpaste, retail stores get a beautifully designed tube that is eco-friendly, developed and endorsed by the profession as well as helping children in need across the globe.

The Humble Co. provides unique opportunities in marketing, sales and customer loyalty in a category with otherwise very low brand loyalty.

**KIND TO OUR PLANET** This toothpaste is promoted as the eco-friendly, vegan and modern alternative to standard toothpaste. It is the perfect product for stores that want to show their customers that they are aware of, and care about, the environment.

**DEVELOPED BY DENTISTS** The only eco-friendly toothpaste in the market that is developed, used and promoted by the profession. The endorsements by dental professionals across the globe makes our toothpaste the most trusted.

**HUMBLE TO OTHERS** The Humble Co. supports the Humble Smile foundation's mission to promote effective oral health initiatives anywhere in the world where unmet needs are immense. This provides retail with excellent opportunities to launch in-store CSR campaigns supported by The Humble Co.

Go Humble, Give Smiles - every Humble purchase makes a difference.

**DESIGNED IN SWEDEN** Not only eco-friendly, supported by the profession and purpose driven but the unique packaging design gives a trendy and premium feel as well.

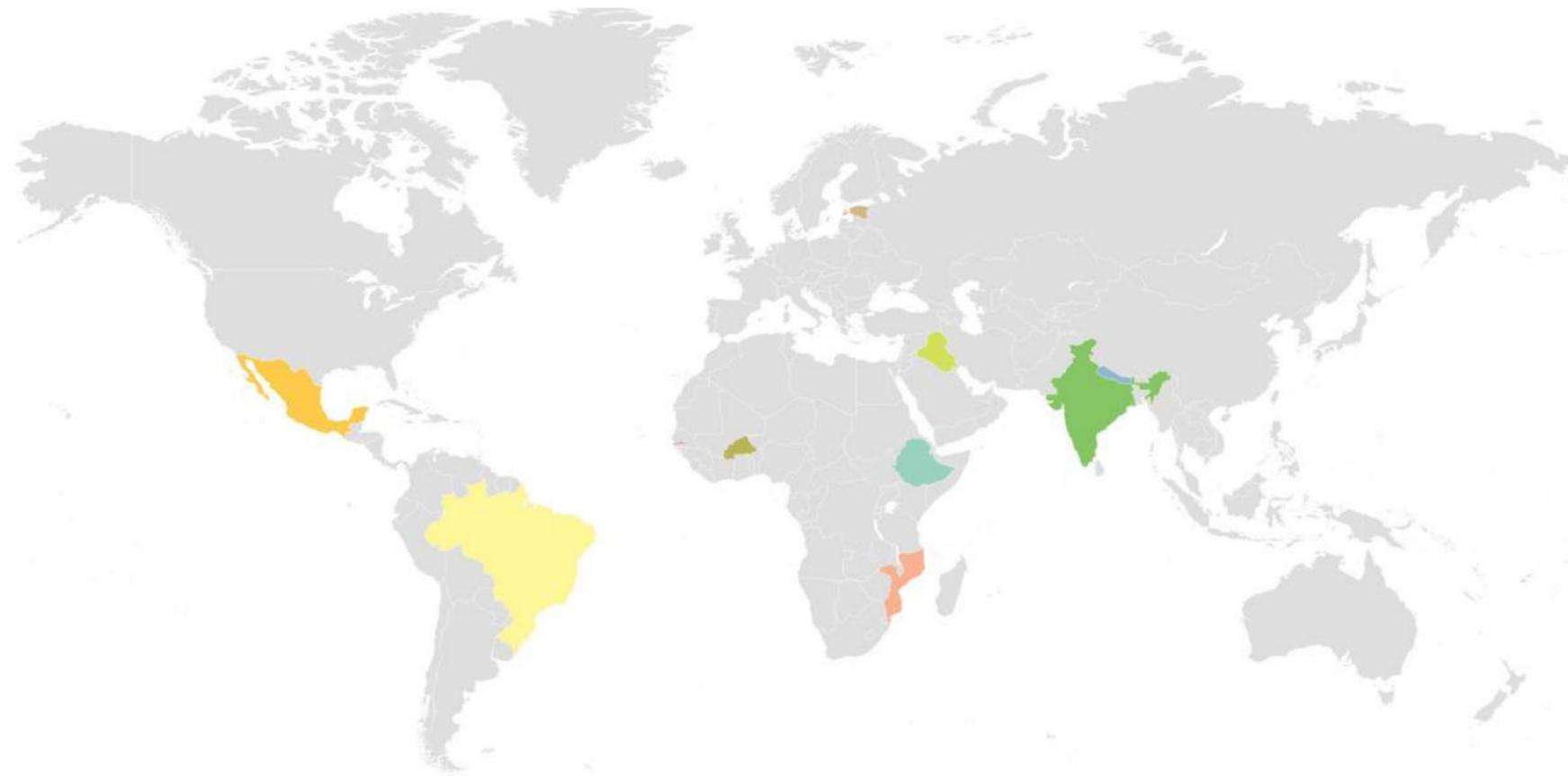
### **Go Humble - change the oral category**

Once a consumer understand that it 1) works just as good as a any mass-produced toothpaste 2) is better for the environment 3) makes a difference to the less fortunate and 4) costs almost the same - Why would they ever buy a non eco-friendly toothpaste again?



# OUR PROJECTS

## DENTAL PREVENTION



### OUR HUMBLE PROJECTS

The Humble Smile Foundation manages a growing number of projects across the globe. These are funded from the sales of Humble Brushes and from the wonderful support we receive from our corporate partners.

**India**  
**The Gambia**  
**Ethiopia**  
**Nepal**  
**Mozambique**  
**Nicaragua**  
**Dominican Republic**

**Guatemala**  
**Estonia**  
**Mexico**  
**Iraq**  
**Burkina Faso**  
**Peru**  
**Costa Rica**

# AMBASSADORS

## SUPPORTED BY THE BEST

This task force is made up of dentistry's global leaders. Through their professional and educational efforts they have achieved prominence amongst their peers and their opinions and contributions shape the dental profession. As Humble Smile Ambassadors, they leverage their world-wide recognition to advance the cause of environmentally and socially responsible tooth brushing.



**From left to right:** Christian Coachman - Brazil, Robert Dyas - UK, Houda Barbery - The Netherlands, Miguel Stanley - Portugal, Chris Barrow - UK, James Hamill - Ireland, Joe Bhat - UK, Fadi Yasmin - Australia, Mark Sebastian - Germany, Moody Alexander - USA

TRUSTED. RELIABLE. LISTED.

# THE WORLD IS GOING HUMBLE. ARE YOU JOINING?

