

CLIENT Progressive Australia
ITEM Facebook/Blog post
SUBJECT Bogobrush

Title

Bogo – Buy One Get One

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This is Bogobrush. It's crafted from bamboo and is an alternative to the traditional plastic toothbrush.

Toothbrushes are one of the most highly disposable household items we own. It is recommended that we buy a new toothbrush once every three months – that's close to 100 million toothbrushes a year going into land fill, each taking up to 1000 years to decompose. Over the course of a generation that's 8 billion toothbrushes. Or in layman's terms - a lot of plastic toothbrushes hanging around for a long time.

Bogobrush have designed an ergonomic and stylish environmentally friendly toothbrush. The bamboo handle of a Bogobrush is fully biodegradable and will decompose in several months, dependent on the conditions surrounding the degradation such as temperature, bugs and the stirring or mixing process.

The nylon bristles of the brush need to be plucked out and disposed of separately as they are non-biodegradable. However, Bogobrush are committed to becoming 100% green and are actively seeking an alternative material.

The Bogobrush can be purchased online for \$10, or a year's worth (four) for \$40.

And if you're wondering, why Bogo? The socially minded company donate a brush to someone in need for every brush purchase. www.bogobrush.com