

Re:Brush

Innovative Oral Care, Re:Brush



I can't use any other oral care
brand anymore.

This is the best mouth wash
of my life

I settled for a Rebrush

Re:Brush

Customer's real reviews



Olive Young Opened 1 Month No.1 in Sales and No.1 in Popular Brand

As the very first oral care brand that launched at all Olive Young stores, Re:Brush Concentrated Mouthwash was selected as the Trending Product of the Year by Olive Young. It was ranked **No. 1 in terms of sales in the oral care category** in one month. (January 6, 2023) It had also become the **No.1 popular brand** in six months.

Sales Ranking		리뷰
전체	스킨케어	마스크팩
메이크업	네일	바디케어
남성	Oral/Health Products	여성/위생용품

No.1 in Sales	
01	
	리브러쉬

The Best of Oral/Health Products Brand | Products

No.1 in Popular Brand	
1위 리브러쉬	

Celebrities & Influencers Who Loves Re:Brush

Re:Brush is **going viral and rapidly growing by 1000%**. It is beloved by mega influencers including Leo J, a Youtuber with a million subscribers; and Ji-yeon of Tiara, the K-pop girl band Lee Ji-hye, Lady Jane, and Kim Sook, celebrities; Alice Funk, a trendsetter; Won-ji, Chomad, a Travel YouTuber; Magic Park, a dentist.

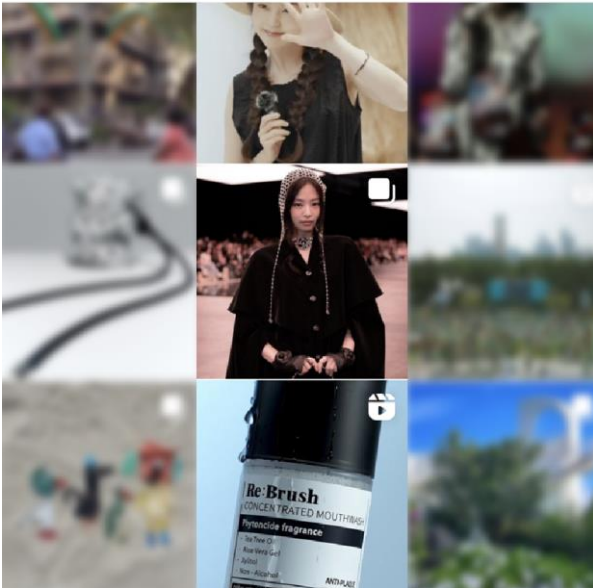


Introduction to Magazines

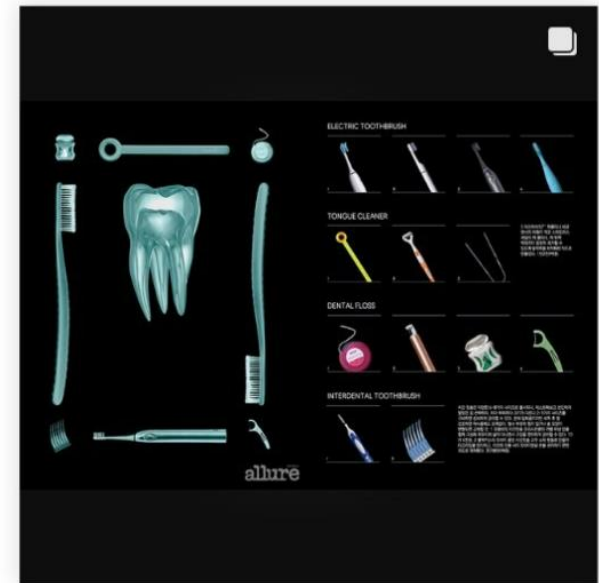
ELLE
[엘르 코리아]

COSMOPOLITAN
[코스모폴리탄]

allure
[얼루어 코리아]



@rebrush_official



@rebrush_official

Selected as an Official Protocol Kit by Korean Dental Association Premium Products

All Re:Brush products are developed in-house and were selected as an official protocol kit by Korean Dental Association with proven quality.

Re:Brush doesn't just sell products.
We talk about the right consumption & the right habits.


Our mission Find what's right for me, not just a good product.








Right method of use is what we pursue.



KDA 대한치과의사협회
KOREAN DENTAL ASSOCIATION
Selected as an Official Protocol Kit by
Korean Dental Association

History of Re:Brush

- 

Sep.20 **Re:Brush** Launched
- Jun.21**  Awarded the Grand Prize at the 7th Bio Korea
- Dec.21**  기술보증기금 Won an Excellence Award at the 9th-Term KIBO Venture Camp
- Jan.22**  Selected as an official protocol kit by Korean Dental Association
- Jun.22**  Won an Excellent Award as an innovative product from Hi Seoul Award
- Aug.22**  Ranked No. 1 in the oral care category of N Shopping Live in 2022
- Dec.22**  Selected as an official protocol kit by Korea Conformity Laboratories
- Jan.23** **OLIVE YOUNG** Launched simultaneously in 1,100 Olive Young stores
Selected as a Trending Product of the Year
- Feb.23**  중소기업부 a ministerial award at the Ministry of SMEs and Startups



CEO SeongJoon Ko

Dentist/ R&D

- Orthodontists at Chonnam National Univ, School of Dentistry
- 12' Graduated from Korea Univ



CEO Danny Cha

Strategic marketing

- Former CMO of E-Land (China Sector)
- 13' Graduated from Korea Univ

3 years of Experience

Launched in September 2020

A Major Business

Premium oral care solution

Office Location

Gwanghwamun, Jung-gu, Seoul

Get Started with the Right Oral Care Right Change, a Different Future

Re:Brush is a premium Oral Care brand developed based on the nature of medical oral care to help build the right lifetime habit by a CEO with a dental background and 40 dentists.

Re:Brush was created not just for selling. Re:Brush promotes the right habit, fixes the bad habit of the past, informs the present condition, and builds good habits for the future.

Our mission focuses on making a better future through good habits.

Gochawon co., Ltd





To Take Care of Your Mouth for the Rest of Your Life, Just Like Your Skin

Innovative and Essential: Premium Product and Service

01 Self-Diagnosis Oral Care Test

02 Personalized Solution/Product curation

03 Premium Oral Care Subscription Service

04 Premium Oral Care Products

During my career as a dentist, the most common question I got was “why my oral health not getting better even though I brush my teeth regularly?”

Referring to statistics, the frequency of tooth brushing increased rapidly in the past 5 years. Ironically, the patents with periodontal diseases increased by 57%. **Looking closely, it was figured that most people are unaware of products and tooth brushing techniques that suit them.** Re:Brush was born to solve this mundane problem.

Re:Brush proposes oral care types through Korea's first oral care self-diagnosis test designed by dental experts. By delivering customized premium products and contents, it offers smart oral care habits with satisfaction and enjoyment.

Do You Know What Your Current Oral Condition is?

In September 2021; Launched "Find Your Own Oral Type", the first oral type test in Korea
In June 2022; Launched "Find Out Your Tooth Age" co-developed by Korean Dental Association and Re:Brush



Customized Oral Diagnosis

50,000 People



Customized Product Matching

120,000 Products

Top dental disease in Korea.

Re:Brush and the Korean Dental Association jointly developed for the purpose of contribution to national oral health. By identifying one's oral condition and looking back to oral care habits, we recognize the needs for prevention and treatment and guide the correct frequency of dental visits.

Customized Oral Care Solutions & Product

If You Subscribe, 1:1 Care

The right oral care starts from knowing your oral condition.

Our big data-based algorithm analyzes your oral type through in-mouth examination, pictures of your mouth, and toothbrush.

Furthermore, it predicts future diseases based on your lifestyle and entire body condition.

Through easy and fun contents, we will tell you the right oral care habits that you would never encounter anywhere.

Re:Brush

현재 문제점과 관심있는 부분을 개선할 수 있습니다.

나의 구강점수를 확인해보세요

*RTI(Rebrush Typetest Index)
수만 명의 타입 테스트 결과값을 빅데이터 분석하여 도출한 최소 기준점

RTI

시린이 (😊) 잇몸 (😞) 치아 (😊) 입냄새 (😊)

구강타입 최종진단 시크한 레드

잇몸 관리가 절실히 필요하며, 치아 케어에 관심이 많은 시크한 레드타입입니다.

이런 증상들을 겪지 않으셨나요?

이대로 방치하면 이런 질환들이 생길지도 몰라요

잇몸 치료
만 65세 이상의 46%는 19개 이하의 자연치아만 가지고 있고 23%는 틀니를 필요로 하고 있습니다. 치아가 하나도 없는 사람도 10%에 달합니다.

잇몸 치료
지난해 대한민국 국민 질환 1위는 치과질환입니다.
2022년 건강보험 심사평가원 기준

1 스케일링 5~11만원
비보험 진료 시

2 치은박리소파술 2~9만원
난이도별 상이 해당 평균 (마취 비용 제외)

올바른 구강케어의 시작은 나에게 맞는 제품을 사용하는 것입니다

내 구강타입에 맞는 케어 패키지

시크한 레드

유칼립투스 함유 치약
잇몸 질환 예방과 세균 번식 억제
추천 이유 자세히 보기

2150 미세모 칫솔
부드러운 플라그 제거
추천 이유 자세히 보기

클로브 농축 가글
입냄새 + 속냄새 동시 제거
추천 이유 자세히 보기

Patented Technologies

Our toothbrush design and manufacturing process of gargle are patented.



Patented Ingredients of Clove Mouthwash

Patented Ingredients of Tea Tree Mouthwash

Patented on the manufacturing method of concentrated mouthwash

Patented for Customized Mouthwash Systems

Patented Mouthwash Case Design

Patented Toothbrush Design

Patented Toothbrush Cap Design

Premium Differentiation of Re:Brush

It is not simply premium based on the appearance and high price position, at all stages including products, care services, technical experts, design, and channels, and even customer experience, premium strategies have resulted in premium brand.

Innovative Product and Service

Synergy of innovative ideas and technologies introduced for the first time in Korea



High Technical Skills

Innovative technology proven by patent for manufacturing method, ingredients, and design



The best Dentist Advisor

Representatives of dentist and 40 members of the largest dental advisory committee



High Level Design

Trendy design that's not easy to see in oral care products



Entry in Premium Channel

Top H&B and Premium Channel Intensive Sales

OLIVE YOUNG

29CM

**LOTTE
DUTY
FREE**

SSG.COM

All Products of Re:Brush



Concentrated Mouthwash Breath Care Clove

Original Price: \$20 each (50mL/ 1.69 fl oz)
Original Price: \$15 each (20mL/ 0.67 fl oz)

- Non-Alcohol&Colors&Fluoride
- Bad breath reduced by 94%
- Deep breath reduced by 92%
- Gentle and doesn't burn
- The mild taste of Herbal mint



Concentrated Mouthwash Plaque Care Tea Tree

Original Price: \$20 each (50mL/ 1.69 fl oz)
Original Price: \$15 each (20mL/ 0.67 fl oz)

- Non-Alcohol&Colors&Fluoride
- Removes plaque and removes bacteria that causes tooth decay by 99%
- Gentle and doesn't burn
- The mild taste of Xylitol



New Fresh Breath Mouth Spray

Original Price: \$12 each (15ml/ 0.5 fl oz)

- Non-alcohol mouth spray
- For the first time in Korea, containing oral lactobacillus extract (Bifidus extract)
- Removes bacteria and gases that cause bad breath



Special Premium Gift Sets

Original Price: \$39 each

- A gift-friendly design

All Products of Re:Brush



Toothpaste
Anti-Inflammatory Eucalyptus
High Fluoride Edelweiss

Original Price: \$10 each

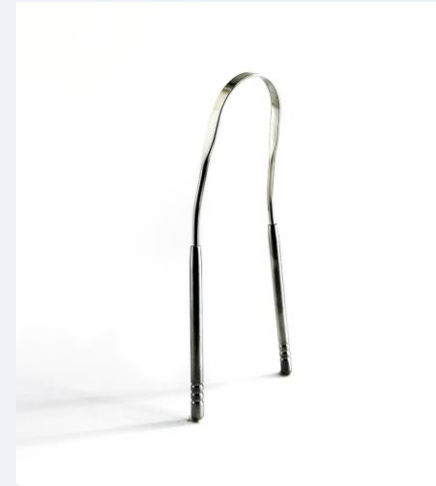
- Free from 20 harmful ingredients
- Contains EWG-class naturally derived ingredients
- Anti-inflammatory/ High fluoride toothpaste



Premium Dentist Toothbrush
Mixed/Micro Bristle

Original Price: \$5 each

- Toothbrush with a patented design for medical purposes
- Comes in two must-have types, depending on your oral type.



7 Degree Stainless Steel
304 Tongue Cleaner

Original Price: \$10 each

- Stainless steel 304
- lifetime replacement
- Excellent white tongue reduction.
- Reduce vomiting reflex



Toothbrush Disinfection Cap
Made From internationally
patented MOF

Original Price: \$10 each

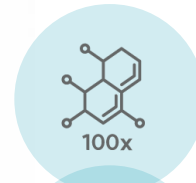
- Toothbrush disinfection cap made from internationally patented MOF
- Excellent Anti-bacterial, Harmful gas removal, Deodorization, and Dehumidification effect.
- Easy to use, easy portability

VIDEO ▶

Re:Brush

LIVE WITH RE:BRUSH

Overwhelming Patented Technology Korea's First 100x Concentrated Mouthwash



Patented Technology

100x Concentrated mouthwash



Outstanding Efficacy

(L) Clove Mouthwash : Removes 94% of bad breath and 92% of internal odor
(R) Tea Tree Mouthwash : Removes 99% of Bacteria that Causes Tooth Decay



Easy Portability

5L Volume that Can be Carried in the Plane



Best Value for Money

Available up to 250 times: \$0.60 per use



Eco-Friendly

One bottle replaces 100 bottles of regular mouthwash(50mL)



5L Volume that Can be Carried in the Plane

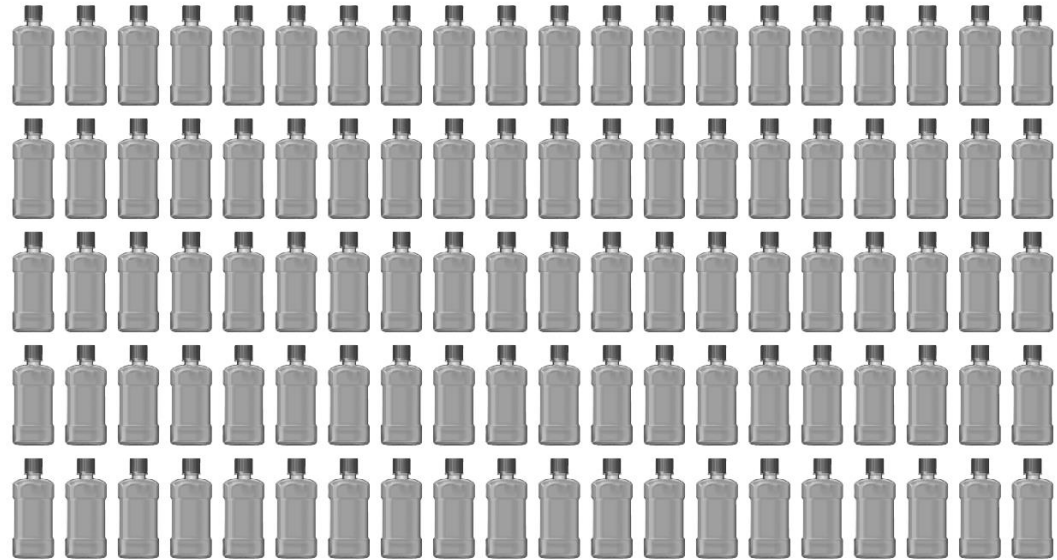
One bottle of 50ml, which is 100 times more concentrated, is the same amount as 100 bottles of 50ml of general portable gargle.

Re:Brush Concentrated Mouthwash
50mL/ 1.69 fl oz X 1pcs



=

General Portable Mouthwash
50mL/ 1.69 fl oz X 100pcs



Experience a Drop of a Miracle

It is a 5L amount that can be carried on board and used up to 250 times, and costs only about 80 won per use. It is an innovative gargle that can reduce the amount of trash by 1/100.

5L amount that can be carried on board

Mini size for convenient carrying wherever you go



Best Value for Money

The price lightened by ¼ as much as the weight lightened by higher concentration.

20 Cent

Average One Time



일반 50ml

6 Cent

Average One Time



리브러쉬 50ml

Eco-Friendly

One Re:Brush can reduce the use of 100 general plastics.

Common Portable Mouthwash
50mL/ 1.69 fl oz X 100pcs



Why Re:Brush Concentrated Mouthwash Is Overwhelming

Re:Brush mouthwash is a “therapeutic mouth rinse” that targets the bacteria and gases that directly cause bad breath, so it is mild and highly effective. Re:Brush has a mild flavor that is not irritating while having an excellent effect of removing bad breath. Anyone can use it without hesitation.

Therapeutic Mouthrinse



Cosmetic Mouthrinse



Therapeutic Mouthrinse

Temporarily covers bad breath	The Effect of Mouthwash	Direct removal of the cause of bad breath
Weak Effect	Effect of Removed Bad Breath	Strong Effect
Sick and burn	Flavor and Fragrance	Mild and doesn't burn
About half an hour	Durability	Over an Hour
Most don't have	특허 유무	patented technology 100x Concentrated

리브러쉬 가글의 작용 방식



기존 가글의 작용 방식



Mild Flavor and Fragrance



자극없이 순해요
아주 개운해요

93%
89%

22021204 유효성분평판 40인 기준

Re:Brush Concentrated Mouthwash

How to Use

1 Pump

When the gums and teeth are healthy, and the breath is normal

2 Pumps

When you have tooth decay or gum inflammation or are concerned about bad breath

※ Clove gargle contains zinc.

Rinse your mouth with water after gargling to get rid of bad breath gases.



Step.1

Fill with water
Up to the marked
line on the cap.



Step.2

Pump inside the
Cap according to
Your oral condition



Step.3

Gargle your entire
mouth for about 30
seconds

01 CONCENTRATED MOUTHWASH

Powerful yet Mild Breath Care, Clove Mouthwash

Removes 94% of bad breath
Removes 92% of internal odor



Double Effect:
Bad breath reduced by
94% and Deep breath
reduced by 92%

Mild flavor &
fragrance
due to natural fresh
herb mint

Non-alcohol &
fluoride
high concentrated
mouthwash that is
safe to use

Powerful yet Mild Plague Care, Tea Tree Mouthwash

**Removes 99% of Plague and Bacteria
that Causes Tooth Decay**



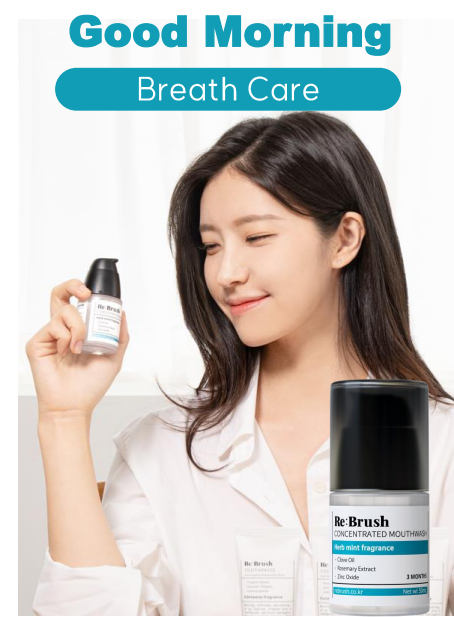
99.9% removal of
tooth decay-
causing bacteria

Mild flavor &
fragrance
due to natural fresh
xylitol

Non-alcohol &
fluoride
high concentrated
mouthwash that is
safe to use

Fresh Start Your Morning with a Drop of Clove!

End of Bad Breath Clove Mouthwash

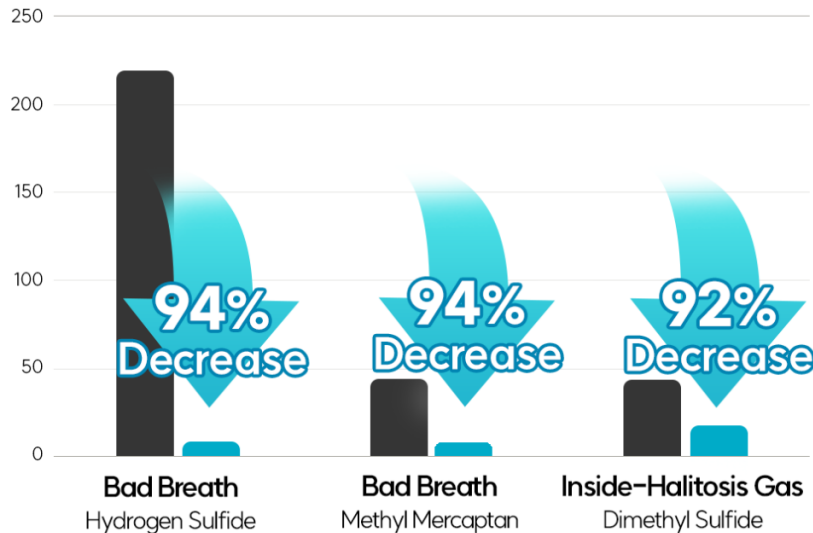


Good Morning
Breath Care

Ingredient	Clove Oil + Rosemary, Zinc +CPC
Fragrance	Fresh Herb Mint
Flavor	Mild Herb Mint
Recommended Use	After meal/ Bad breath trouble

The Double Effect: Eliminates Bad Breath & Internal Odor

Bad breath reduced by 94% + Deep breath reduced by 92%

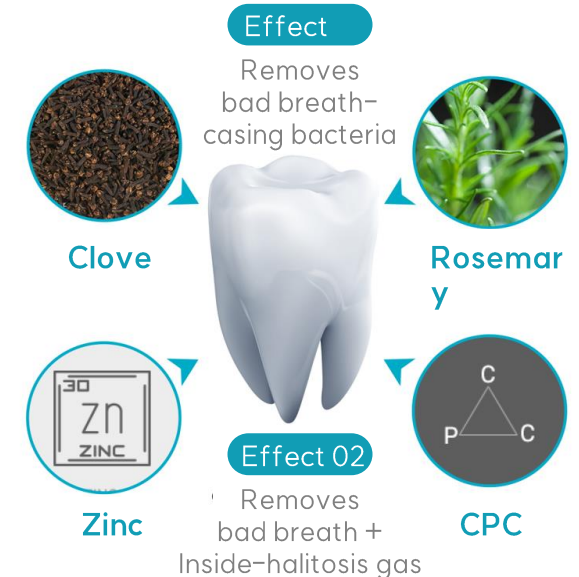


● Before using mouthwash ● After using Clove mouthwash

This data is a self-test result using the Oral Chroma specialized instrument.

Mouthwash with Clove

- Synergy effect between Clove+ Rosemary/ Zinc Oxide + CPC Ingredients.
- Patented ingredient



A Drop of Tea Tree for a Good Night's Sleep!

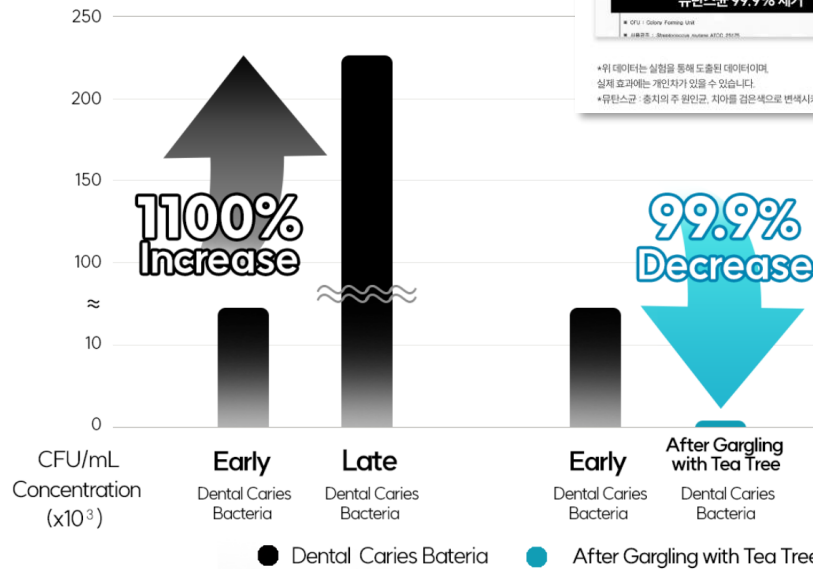
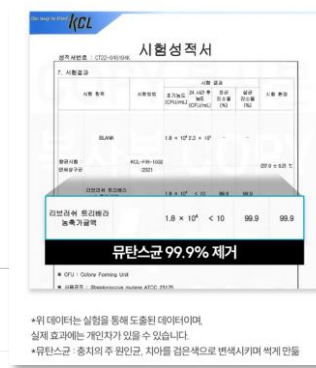
End of Plaque Tea Tree Mouthwash



Ingredient	Tea Tree Oil + Aloe Vera + Xylitol + CPC
Fragrance	Refreshing Phytoncide
Flavor	Clean Xylitol
Recommended Use	Before going to bed have plaque concerns

Removes bacteria that causes tooth decay by 99%

- Test certificate issued by KCL, an accredited testing and certification authority



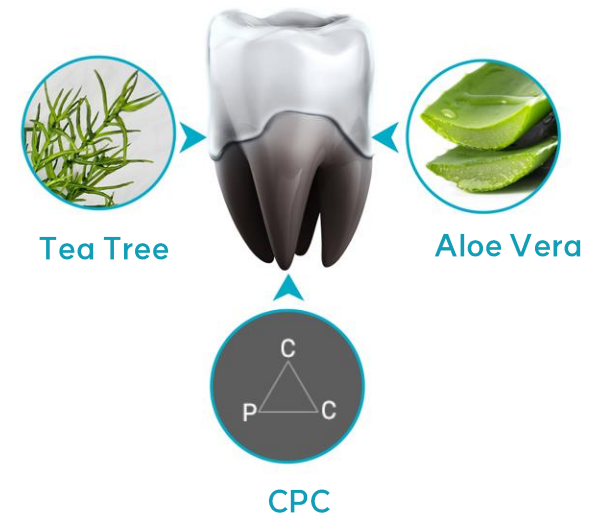
The above data represents experimental values conducted by the authorized certification agency KCL, and individual results may vary in terms of actual effectiveness.
Test Report :CT22-046194K

Mouthwash with Tea tree

- Patented ingredient



TeaTree+Aloe Vera+CPC



Fresh Breath and Healthy Oral Balance from The Inside Out



Contains **Patented Recipe** for Bad Breath Removal

Contains patented ingredients for bad breath in Clove Mouthwash : Clove+Rosemary, Zinc+CPC



Contains **1,000ppm** of Oral Lactobacillus Bifidus Extract

Removal of bad breath bacteria



Contains **1,100 ppm** of Royal Jelly + Propolis Extract

Inhibition of bacterial growth in the mouth, Excellent for removing bad breath



Moisturizing **Non-Alcohol** Mouth Spray

Prevention of dry mouth



Refreshing **Lemon Mint** Flavor of Natural Origin

Sugar-Free, Colors-Free



Double Effect: Eliminates Bad Breath and Replenishes Oral Balance

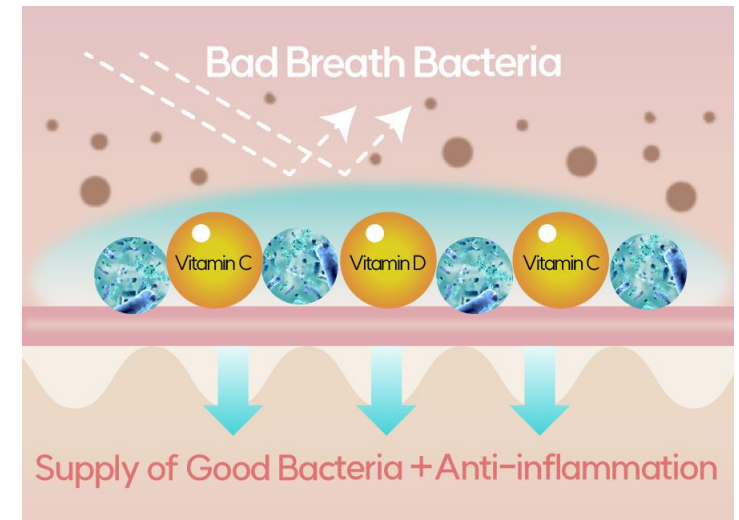
Double effect:
Synergy between ingredients



Contains patented recipe
for bad breath removal



The efficacy of Bifidus Extract
and Vitamin C and E



Bifidus Extract

5th generation lactobacillus
(Paraprobiotics = Extract only the good ingredients of lactic acid bacteria)
Reduces harmful bacteria Reduces bad breath

Alcohol-Free, Sugar-Free, Colors-Free Free from 20 Harmful Ingredients

Alcohol-free oral spray
Prevention of dry mouth



Alcohol Mouth Spray

Alcohol free ReBrush Mouth Spray

Free from 20 harmful ingredients

#SLS #SLES	#부틸파라벤	#벤조페논	#동물성원료	#벤조산나트륨
#SDS	#파라벤	#글리세린	#사카린	#메칠파라벤
#살리실산메틸	#합성살균성분	#가습기살균성분	#광물성오일	#인공타르색소
#MIT,CMIT	#PEG	#트리클로산	#미세플라스틱	#P-하이드록시벤조산

Prevents dry mouth
by stimulating salivary glands and
activating salivary secretion



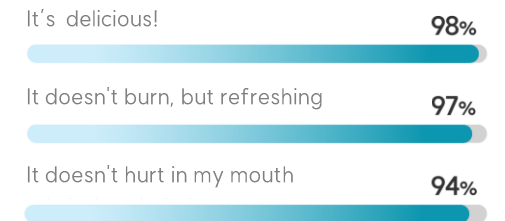
Gentle and doesn't burn
A fresh Lemon mint fragrance



Review

"It has a delicious mint flavor."

Review by the Oral Spray Experience Group



리브러쉬 구강 스프레이 사전 평가단 20~40세, 30명
자체 테스트 평가 기간: 2023.04.14 - 04.30

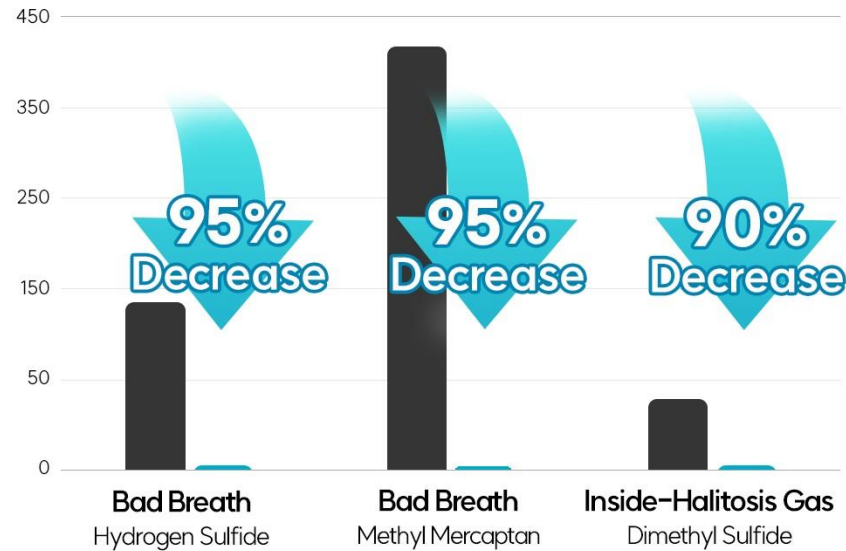
Every Time Refresh with **The Fresh Breath Mouth Spray**



Ingredient	Tea Tree Oil + Aloe Vera + Xylitol + CPC
Fragrance	Mild Mint
Flavor	Clean Xylitol
Recommended Use	Before going to bed have plague concerns

Bad breath + Internal odor removal Average 93% efficiency

- Bad Breath Gas Reduced by 95%
- Deep Breath Gas Reduced by 90%

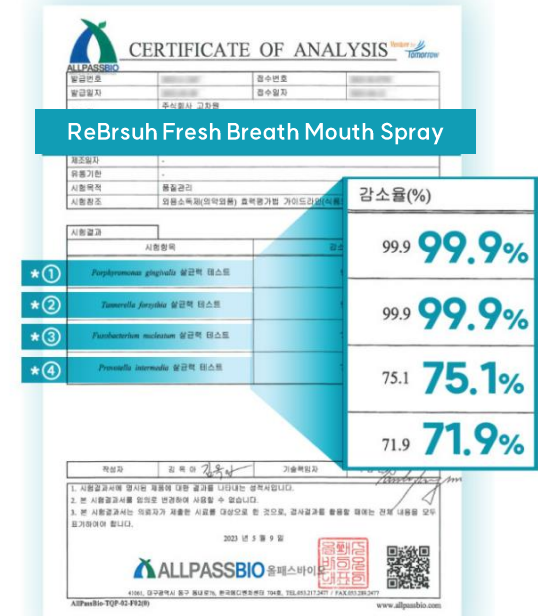


● Before using mouth spray ● After using ReBrush mouth spray

This data is a self-test result using the Oral Chroma specialized instrument.

Eliminates 4 key bacteria causing bad breath

- Re:brush removes 4 key bacteria that cause bad breath





Free from 20 harmful ingredients

#SLS #SLES	#부틸пара벤	#벤조페논	#동물성원료	#벤조산나트륨
#SDS	#파라벤	#글리세린	#사카린	#메칠пара벤
#살리실산메틸	#합성살균성분	#가습기살균성분	#광물성오일	#인공타르색소
#MIT,CMIT	#PEG	#트리클로산	#미세플라스틱	#P-하이드록시벤조산

Contains EWG-class naturally derived ingredients

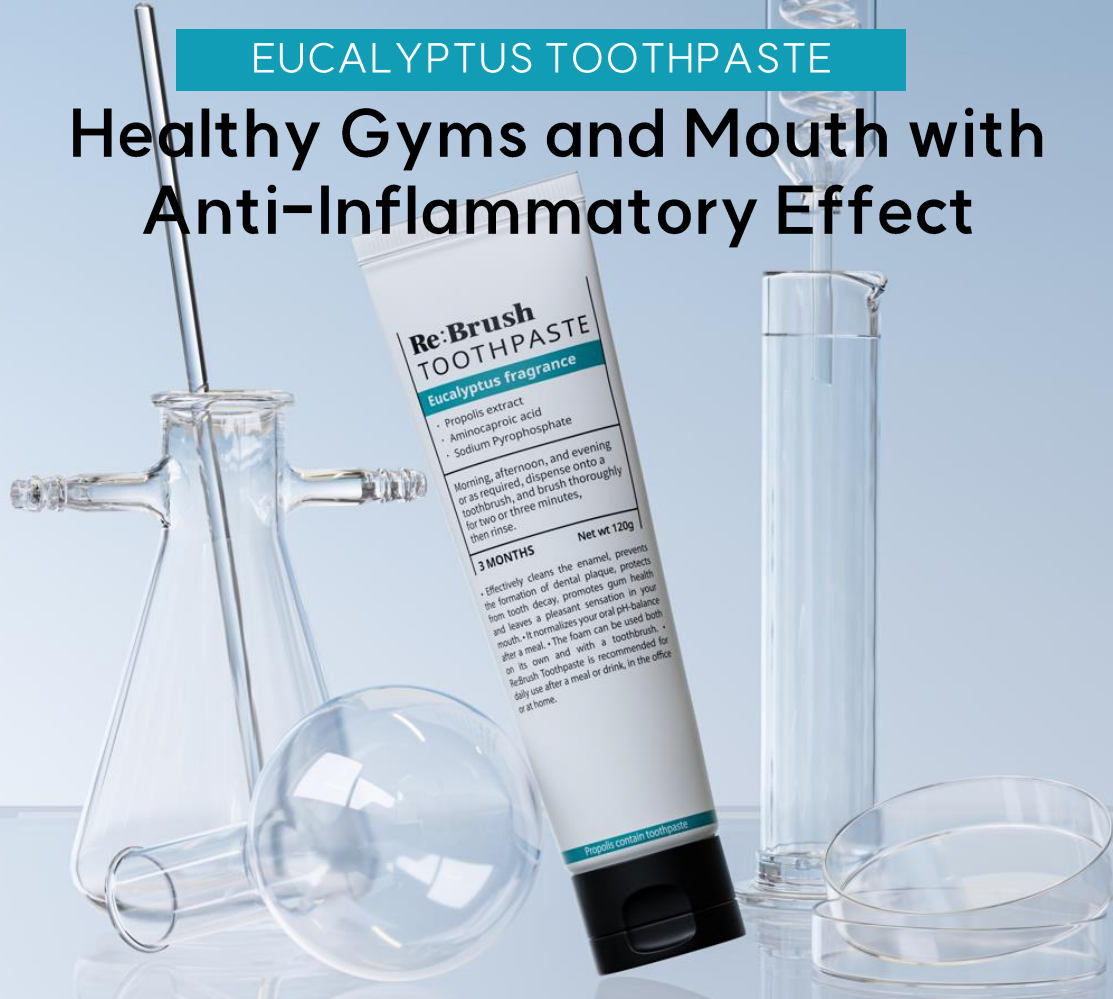
Colors-Free,
Mild Flavor &
Fragrance

Use of coconut-
derived
vegetable
surfactants

Hypoallergen
c advanced
abrasive
Contains
silicondioxide

EUCALYPTUS TOOTHPASTE

Healthy Gums and Mouth with Anti-Inflammatory Effect



Contains Sodium-Pyrophosphate

Contains 19 EWG-class naturally derived ingredients

Free from 20 harmful ingredients

EDELWEISS TOOTHPASTE

Caries Removal with 1000ppm High Fluoride



Contains highly concentrated fluoride 1,000 ppm

Contains 17 EWG-class ingredients of natural origin

Free from 20 harmful ingredients



Toothbrush Disinfection Cap Made from Internationally Patented MOF

Excellent Anti-Bacterial

Streptococcus mutans removal by 99.9%
Bacillus removal by 99.9%
Candida albicans removal by 66.6%

Harmful Gas Removal, Deodorization

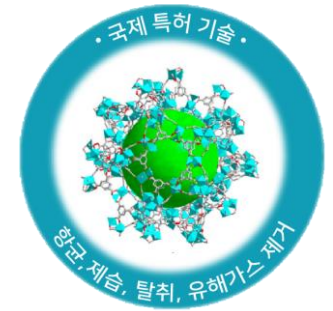
Remove gas that causes bad breath:
Hydrogen Sulfide removal by 90%
Methyl Mercaptan removal by 79.2.5%
Ammonia(NH3) removal by 99.5%

Dehumidification Effect

Higher moisture absorption/drying rate than
dehumidifying beads

Non-Toxic

Lowest level of human hazard (GHS
Category 5) harmless to the human body



Show that You Care About Their Health Complete with Classy Design, Premium Gift Line



Re:Brush Collaborates with Professional Pharmaceutical Companies and Institutions.



Contact Re:Brush

Re:Brush Official Online Store
<https://rebrush.co.kr>

Re:Brush Smart Store
<https://smartstore.naver.com/rebrush>

Re:Brush Official Email
help@rebrush.co.kr

