

The new generation of Oral Care.



!+ plastic free !+ vegan !+ cruelty free !+ gluten free !+ natural formula

!+ alternative⁺

alternative ✦ lab

PROBLEM

PLASTIC POLLUTION

3,5 billion toothpaste tubes

3 billion toothbrushes are
thrown away each year

500 years to decompose for
each toothpaste and toothbrush

ARTIFICIAL INGREDIENTS

Lead to health issues

Cause allergies

Cheap fillers

Harsh chemical agents



SOLUTION

TOOTHPASTE TABS



MOUTHWASH TABS



COMING 2022

ALUMINIUM TOOTHBRUSH



COMING 2022

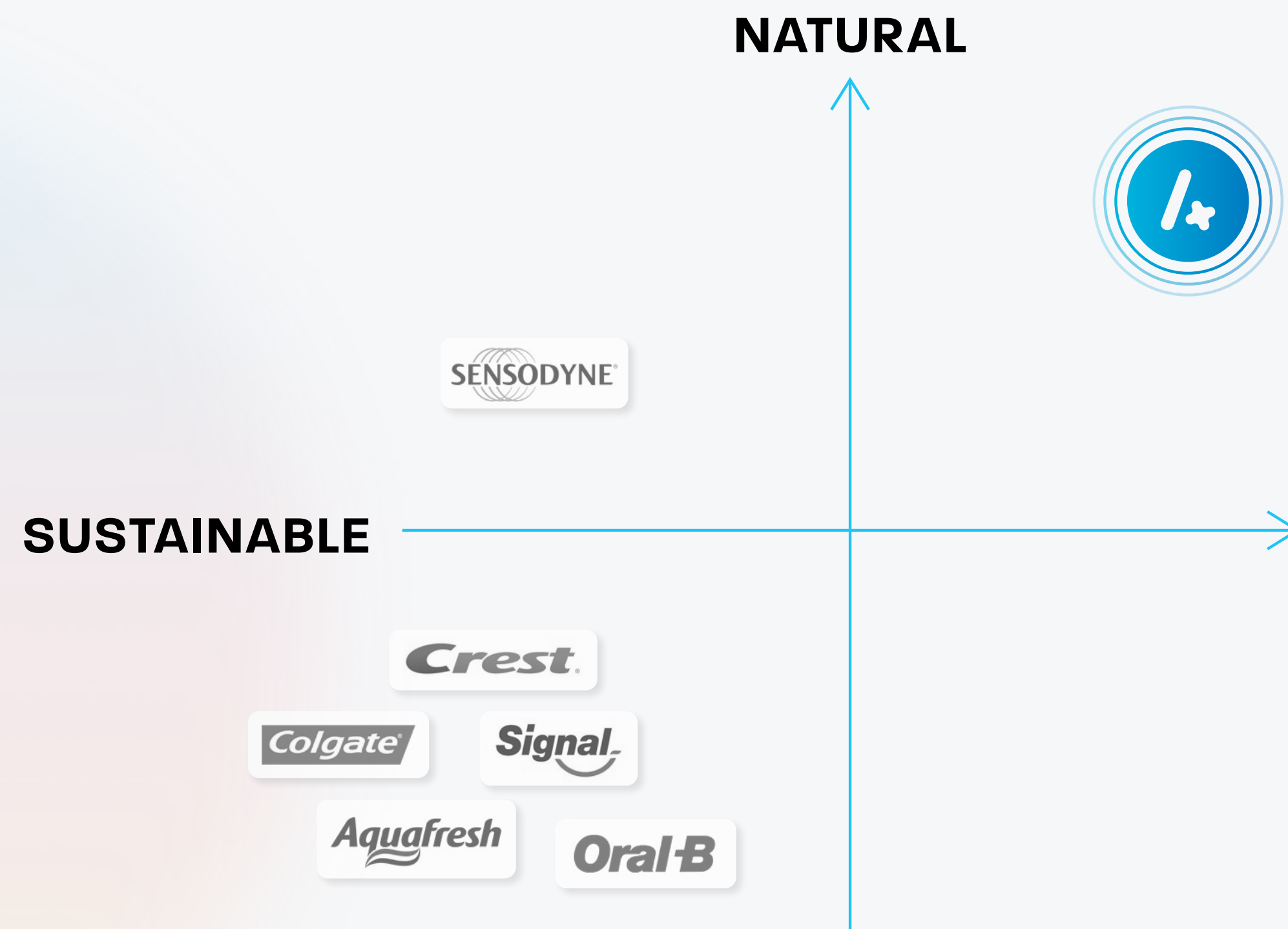
Pictures of a product are symbolic.

BUSINESS MODEL

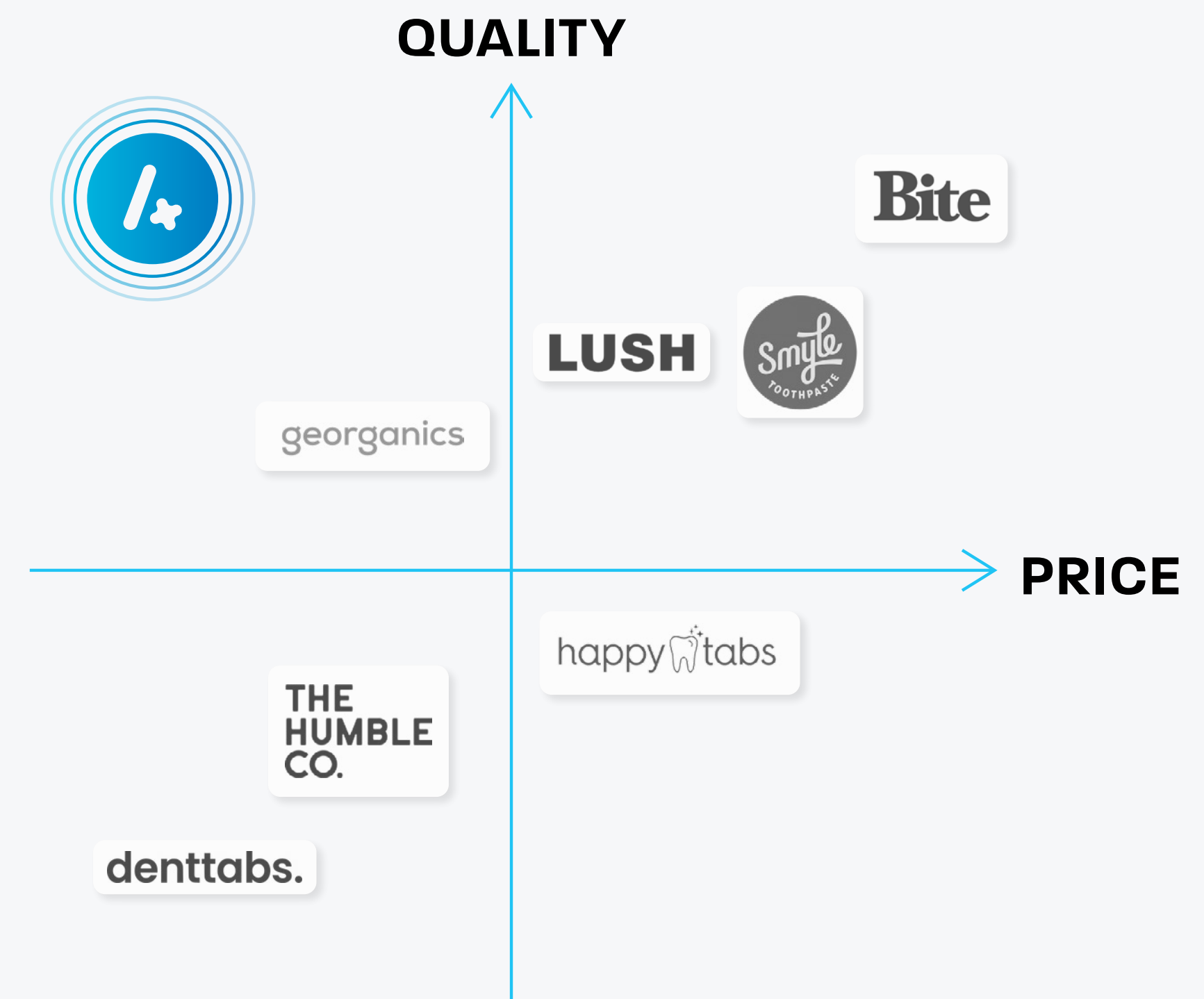


BRAND POSITIONING

TOOTHPASTE



TOOTHPASTE TABS



OPPORTUNITY

RETAIL



PHARMACIES



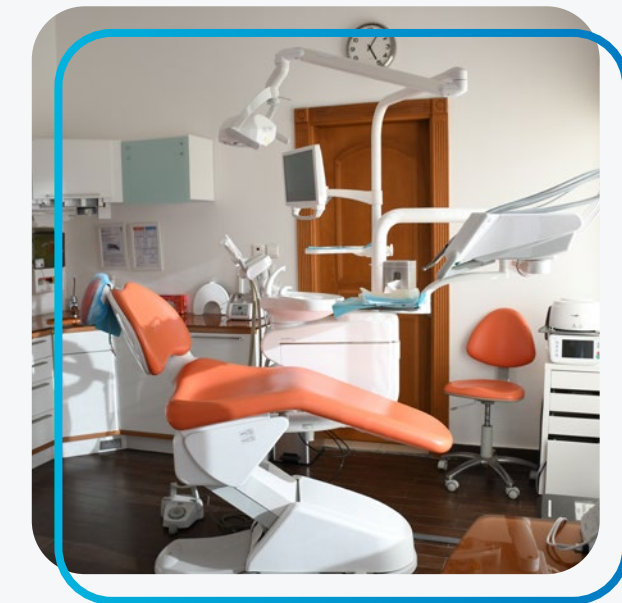
ECO BOUTIQUE SHOPS



ONLINE STORES



DENTISTS



MARKET SIZE - Europe: **EUR 13 billion** and expected to grow at **4,74% CAGR**

GO-TO MARKET STRATEGY



TRENDS

NATURAL & ENVIRONMENTAL PRODUCTS

85% of consumers are switching purchases towards sustainable & natural products

1/3 of consumers are willing to pay more for healthy & environmentally-friendly alternatives



TEAM

FOUNDING TEAM



Jan Habat
CMO



Domen Nemanič
COO

CORE TEAM



Matej Linke
in charge of
production



Tamara Ciman
head of R&D

ADVISORS



Sašo Sevšek
25+ years in
international
retail, owner of
few patents and
of a distribution
company.



Mojca Randl
30+ years of
experience in
international
marketing, owner
of a marketing
agency.



Mihael Strmljan
Entrepreneur,
business owner,
investor - operating
with portfolio of
companies 150
million.

PRODUCT toothpaste tabs & mouthwash tabs

NATURAL INGREDIENTS /+ Dry form of the tabs enabled us to take out the harsh ingredients and left only the good.

RECYCLED GLASS JAR /+ No more plastic tubes, an environmentally friendly option is here.

EXACT AMOUNT OF FLUORIDE /+ With the exact weight of the tabs, a perfect amount of Fluoride is used for each brushing.

EXTRAORDINARY FUNCTIONALITIES /+ Magically foamy, great taste & fresh breath!

COMPLETE CARE /+ Removes plaque, Prevents cavities, Strengthens enamel, Healthy gums.



PRODUCT aluminum toothbrush

The most sophisticated and precise toothbrush ever made!
And also the last one you will ever buy.

RECYCLABLE BRISTLES

The bristles come in 3 different strengths and are made from 100% recyclable BPA free nylon.

INTERCHANGEABLE HEAD

The head is interchangeable and is made from biodegradable plant-based plastic.

ERGONOMIC DESIGN

Toothbrush is designed for comfortable and easy brushing.

RECYCLED HANDLE

The sleek handle is made from 100% recycled aluminium.



Picture of a product is symbolic.

Let's change Oral Care for the better.
Together.

alternativelab.eu

instagram.com/alternative.oralcare/

linkedin.com/company/alternativelabeu

Making the right choice means choosing a better, responsible alternative. It's mine, yours and our choice. We strongly believe that choosing nature, ethics and high quality standards goes a long way.

More than a healthy smile!

