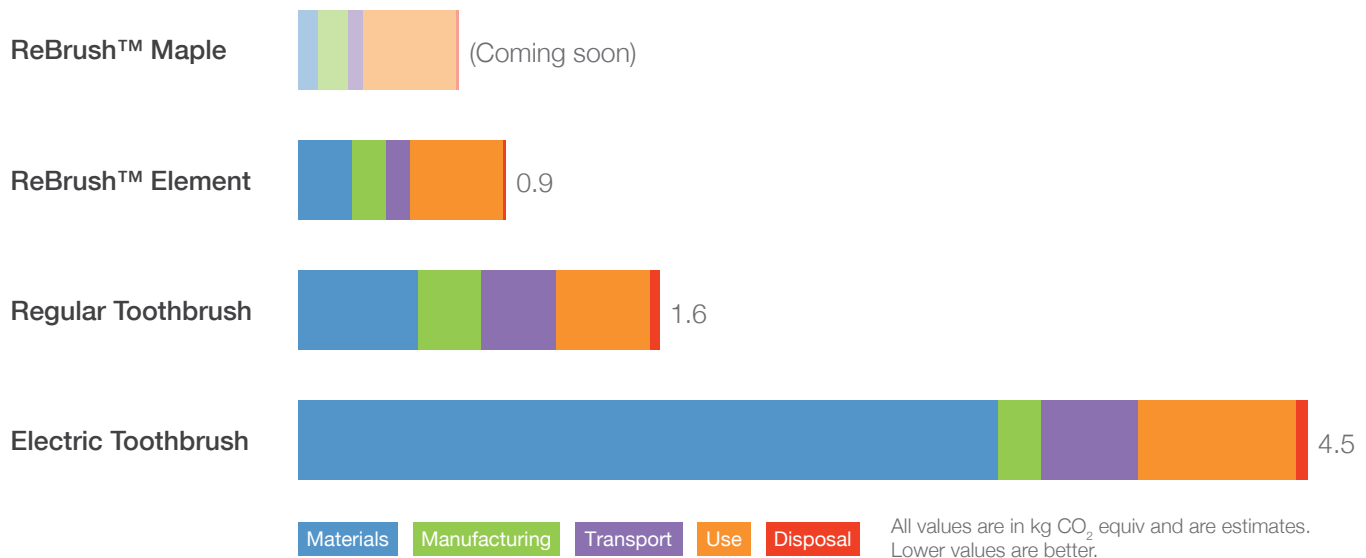


**We believe in designing products responsibly.** This means reducing our environmental impact wherever possible. We also believe in environmental transparency and are proud to share with you some environmental information about ReBrush™.

## TWO-YEAR LIFE CYCLE IMPACT (CARBON FOOTPRINT)

A ReBrush™ toothbrush with eight replacement heads is **1.8x less impactful over two years** than eight regular toothbrushes.



### IT'S IN THE MATERIALS

The material-related impacts of toothbrushes (material extraction, processing, manufacturing etc.) are much higher than disposal impacts (landfilling, incinerating etc.)

### USING WATER

We use water every time we brush our teeth and this can contribute significantly to a toothbrush's overall environmental impact. Water impact is related to the energy required for wastewater treatment and fresh water extraction/preparation (depending on geographic location).

### RECYCLABILITY

Unfortunately, no toothbrush is *fully* recyclable. This is because the nylon bristles are securely attached to the toothbrush body and are difficult to separate when the toothbrush is thrown away.

### IMPACTFUL ELECTRONICS

Electric toothbrushes contain a number of impactful components including motors and motor coils, electronic circuit boards and batteries. A ReBrush™ toothbrush is **5x less impactful** than an electric toothbrush.

### METHODOLOGY

*Methodology used:*  
[ReCiPe LCIA](#)

*Data source:*  
[EcoCosts 2012 LCA](#) (TU Delft)

*Documentation:*  
[ReBrush Environmental Data](#) (xlsx format)

### CONTACT

We invite you to contact us at [hello@littlebonsai.com](mailto:hello@littlebonsai.com) with any questions about our analysis and conclusions. We would love to hear from you!