

0.1% Brings Huge Difference 從99.9%到100%

There is a saying that nothing is perfect, but for the sake of our planet, François Hurtaud, the Director of François Hurtaud Studio, tried to pursue perfection. He put extra effort to design the 100% reusable SeaDifferently toothbrush.

While many toothbrushes are claimed to be zero-waste, most are "at most 99.9% biodegradable" as described by François. The metal staplers contained in the heads are hard to be recycled. SeaDifferently thus works in a circular model in which the heads can be reused and collected. No waste is produced as it can be used a lifetime.

To achieve this, François has made several compromises, such as on the size of the toothbrush, "I do not see these as constraints to overcome, but treat them as the framework, play with them and form the final product accordingly.", said François.

The Beauty of Hong Kong

Besides the aspect of sustainability, he also encourages local designers to **embrace the tradition of Hong Kong**, "As a foreigner, I was amazed by the fact that every street and market are completely optimized in the city. It may look like disorganized, but it becomes a characteristic and even beauty of Hong Kong.", said François.



俗語說「世事無完美」，但為了保護環境，François Hurtaud 嘗試追求完美，花上加倍的心思，設計出可100%重用的 SeaDifferently 環保牙刷。

雖然市面上有不少環保牙刷，François 形容大部分只是「99.9%可生物降解」，牙刷頭的金屬物料則難以回收。反觀 SeaDifferently 以循環模式生產，牙刷頭也可收集與重用。由於可永續地使用，變相不會產生廢物。

為了實現這生產模式，François 在產品大小等細節上作出調整，但他不視為限制，「不是要克服它們，而是視為創作框架，幫助我形成產品最終的模樣」。

外國人眼中的香港

除了環保外，他鼓勵本地設計師擁抱香港的獨特面貌，「作為外國人，我初到埗很驚訝，每道和市場的空間都得到高效善用。這是香港的特色和優美之處，可以考慮融入在產品中」。



François Hurtaud
Director,
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總監

