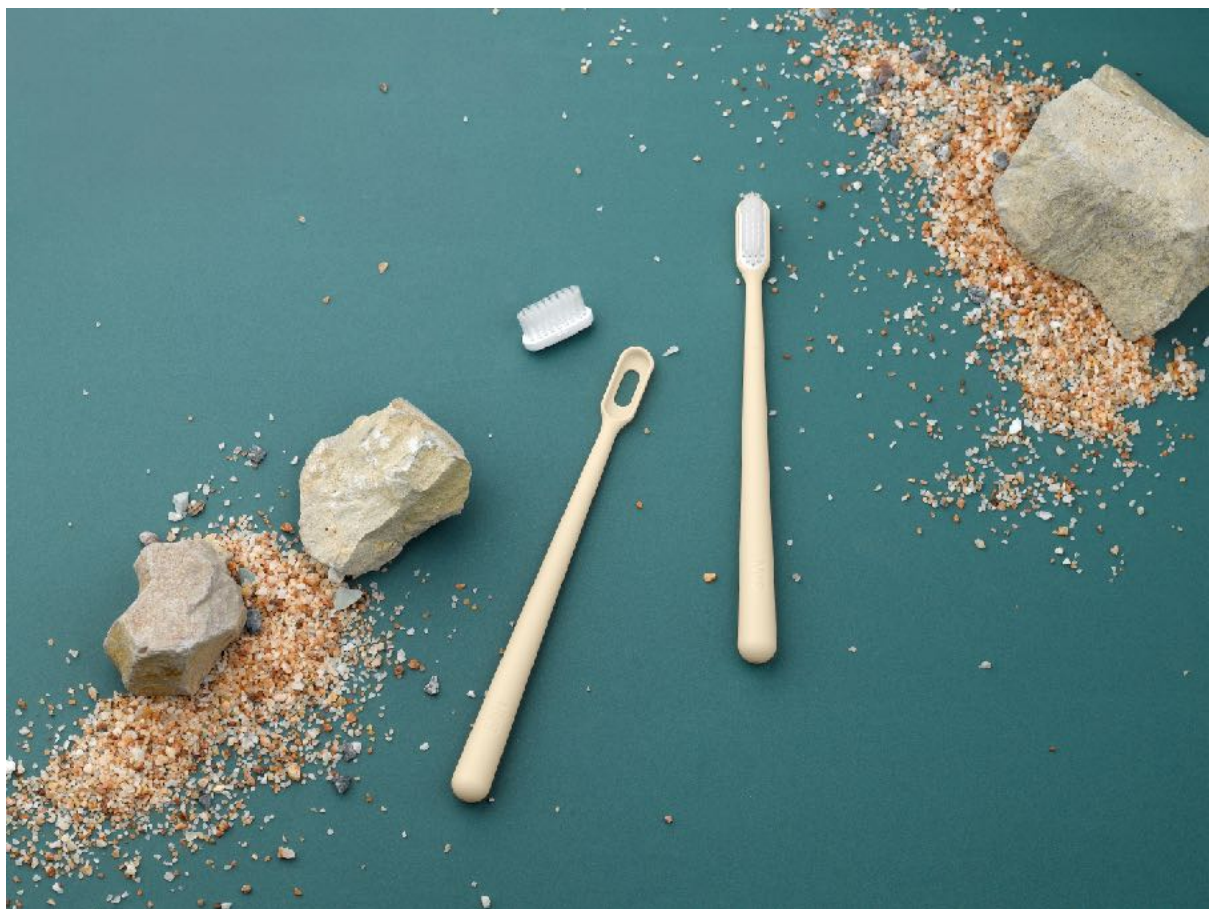


# BRiN™

Introducing Brin™ SeaDifferently: Earth-friendly Toothbrush  
**Reusable toothbrush made from recycled ocean plastic.**

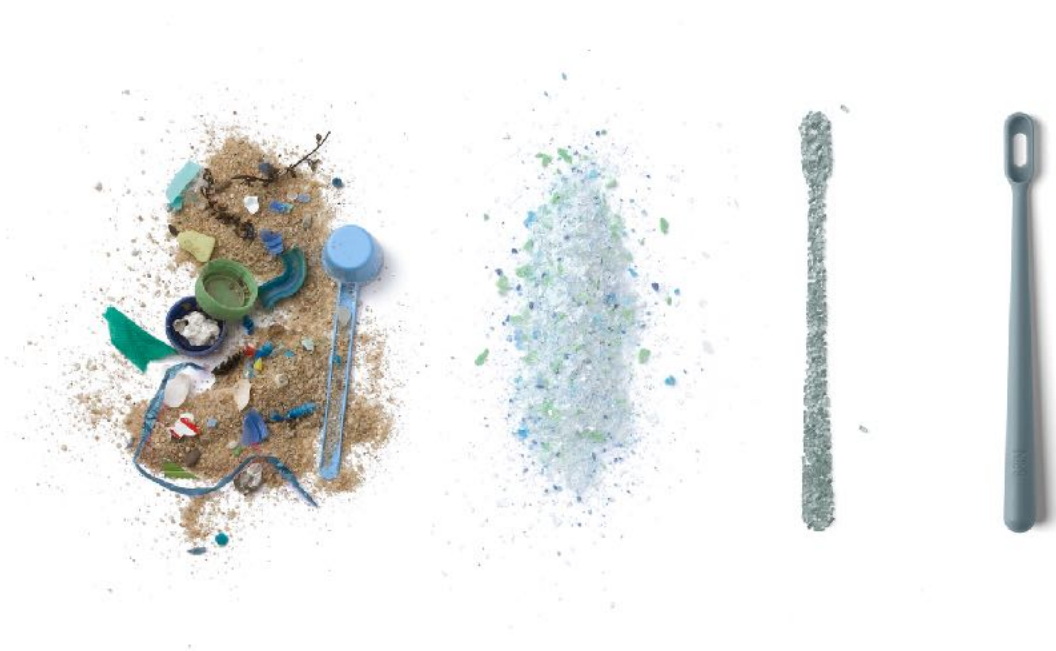


**Hong Kong, October 2022** – Eco-friendly personal hygiene brand BRiN™ is excited to announce the launch of its first product, *SeaDifferently*, a reusable toothbrush made from FDA-approved recycled ocean plastic. Co-founded by Hong Kong-based industrial designer, François Hurtaud and marketing veteran Karis Lim, the innovative toothbrush is designed not only to support the oral hygiene of its users, it does so for the environment by reducing waste as well.

FOR IMMEDIATE RELEASE



The toothbrush handle is reusable and made entirely from recycled ocean plastic, significantly reducing landfill wastes. The brush heads are made using fine natural bio-plastic filament and recycled post-consumer plastic. *BRiN*<sup>™</sup> is also offering its customers automatic-refill subscription option with free worldwide shipping for greater convenience.



“The design intention was to reimagine a mass consumer good to be much more sustainable in people’s everyday lives. Our aim is to make eco-consciousness and convenience work together, which is often not the case for most of the products in the market out there.” - François Hurtaud, co-founder of *BRiN*™



Not only the materials and usage of the toothbrush has long-lasting qualities, the aesthetic itself has also taken on a contemporary and minimalistic approach, to ensure the product functions as well as it looks to last for decades.

As manual toothbrushes in the market cannot be 100% effectively recycled at consumer level because of the metal staplers used to attach the bristles, even the ones made of natural materials (e.g. bamboo or wood), vast majority of them ends up in the landfill or the ocean. SeaDifferently toothbrush is designed to reduce 90% of materials that end up being tossed out at the end of every use cycle. The product is also packed and shipped in 100% compostable materials only.

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The duo took close to three years to develop the brand and the product to ensure the product they put in the market promises longevity and the materials are ethically sourced.

BRiN™ SeaDifferently Reusable Toothbrush comes in 3 colour variations: Atlantic, Coral and Sand.



**Pricing:**

- The solo pack (1 toothbrush and 2 brush heads): USD12.00 / HKD88.00
- The double pack (2 toothbrushes and 4 brush heads): USD16.00 / HKD158.00
- Brush head refills (pack of 2): USD9.00 / HKD 68.00 *with 10% discount and free shipping on subscriptions*



### **About François Hurtaud**

François Hurtaud began his design career in 2008 as a studio designer after graduating from Masters Degree in Advanced Studies in Cross-cultural Design at Shanghai University and a Bachelor in Industrial Design at L'Ecole de Design de Nantes in France.

Hurtaud then headed the design force for several consumer goods companies where he demonstrates his understanding of the power of social and sustainable design, cross-cultural and the precarious balance of

function and form in luxury design and production.

Since his childhood, Hurtaud has always had the passion for art, science and technology; passions that he cultivated and improved through formal educations and apprenticeship in design. Having the chance of working in different countries, agencies and companies, exploring multitude aspects of designs, he now thinks of design as an equation, trying to find creative solutions to balance between functionality & aesthetics, sustainability & profitability, viability & legitimacy. Hurtaud's designs has received multiple international design awards and accolades, such as Good Design Award, Red Dot Design Award, German Design Award and A' Design Award.

Today, he runs his own multi-disciplinary boutique design agency in Hong Kong, providing human-centric design solutions with sustainable design approach to consumer product companies in both mass market and luxury sector.

**Portrait [download link](#).**

### **CONTACTS**

Official website: [www.cleanwithbrin.com](http://www.cleanwithbrin.com)

Press & business enquiries: [hello@cleanwithbrin.com](mailto:hello@cleanwithbrin.com)

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