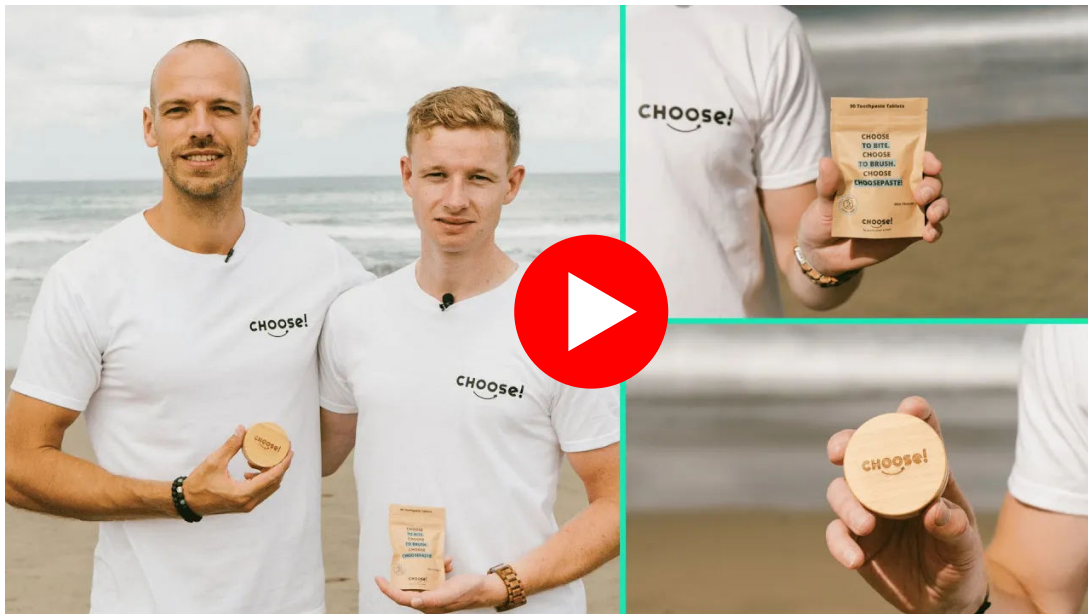


Pim

Nick

## SKIP WASTE GET CHOOSE PASTE

"Don't squeeze, just chew" – With CHOOSE!, we aim to revolutionize the toothpaste market forever with our unique tablet-based toothpaste. Chew on the tablet, feel it foam just like the toothpaste you're used to, but without the (plastic) waste of tubes. It's 100% vegan, cruelty-free, dentist-developed, and comes with social impact! Are you ready to brush with us?



CHOOSE!


▶ SCAN ME

"We're just getting started, but by 2030, we aim to inspire 1 in 10 people in Europe to brush without (plastic) waste from tubes and toothpaste, promoting a happy smile and a happy planet!"

**Who are we?** In early 2020, founder Pim van der Grind, working as a freelancer in Bali, witnessed beaches overflowing with plastic waste and many uninsured people with poor dental health. "Traveling opened my eyes to think more collectively." When he discovered the trend of using toothpaste tablets in the US, everything clicked, and he seized the opportunity.

After extensive research, testing, and preparation, the adventure with the launch of CHOOSE! began in late 2020. Founder Pim, along with co-founder Nick Schagen, started packing and shipping packages from Pim's parents' shed!

After numerous setbacks and learning experiences, the shed has been replaced by a social workshop. Most importantly, we now have **20,000+ happy customers** in the Netherlands, Belgium, Germany, France, and Italy! That's equivalent to **saving plastic waste from 245,000 travel-size toothpaste tubes**, or over 2,100,000 brushing sessions without (plastic) waste! Impressive numbers, but this is just the beginning!



Pim Nick

# FACTS

**20.000+**  
HAPPY CUSTOMERS

**245.000+**  
SAVED TRAVEL-SIZED PLASTIC  
TOOTHPASTE TUBES

**2.100.000+**  
BRUSHING SESSIONS WITHOUT  
(PLASTIC) WASTE!

**What's the issue with regular toothpaste in plastic tubes?** If we don't change anything, by 2050, there will be more plastic than fish in the sea. Over 1.5 billion plastic toothpaste tubes, with 5 to 20% leftover toothpaste, end up in the ocean each year. Nature can't break it down, resulting in countless small (micro)plastic pieces harmful to sea life, the environment, and ultimately, us.

**Why is it not sustainable?** The traditional oral care industry, partly driven by financial interests, fails to take responsibility for protecting our planet from (plastic) waste. Even in 2023, they lag far behind in sustainability. Visit an average supermarket, pharmacy, or dental practice, and you'll see that nearly all oral care products unfortunately still contain a lot of plastic! It can be different, and it must be different!



**choose!**  
*The best for people & planet*

**GREAT  
ZERO  
WASTE  
CHOOSE  
PASTE**

SAVE ON  
PLASTIC WASTE

DENTIST APPROVED  
PRODUCED BY DENTISTS

SUPPORT DENTAL CARE  
THIRD WORLD COUNTRIES

90 TOOTHPASTE TABLETS  
**choose!**

**GREAT  
ZERO  
WASTE  
CHOOSE  
PASTE**

**CHOOSE!**  
THE BEST  
FOR **PEOPLE**  
& **PLANET**  
WHEREVER YOU GO!

Seen on:

PLASTIC  
SOUP



Margriet

sprout  
RELATIONS | COLLABORATION | PROGRESS

VB

The  
Optimist

EASY AS..  
**CHEW,  
BRUSH &  
SMILE!**



**Zero Waste CHOOSE Paste** - Make CHOOSE Paste the Toothpaste of the Future without (plastic) waste, but with effective dental care and social impact! CHOOSE toothpaste tablets are 100% free of microplastics, and we proudly hold the "Zero Plastic Inside Certificate" from the Plastic Soup Foundation!

Our products are delivered in CO2-neutral, eco-friendly paper bags along with a refillable Bamboo Pot, providing optimal storage for the tablets. Plus, our cool bamboo pot looks way better in the bathroom than a plastic tube!



**Where are we now?** After numerous tests and listening to feedback, we, together with dentists, have developed a unique formula for toothpaste tablets. No harmful preservatives, colorings, or foaming agents like SLS and parabens. Our focus was on good ingredients, a tasty flavor, and easy usage. And that's precisely what we've created – a zero-waste alternative to toothpaste that makes a lot of people happy!

- **Effective Unique Formula for Dental Care.** Our toothpaste tablets are independently tested and crafted by dentists with responsible natural ingredients to prevent tooth decay. It's also suitable for sensitive teeth, providing a sustainable way to maintain a healthy and radiant smile that your dentist will love!
- **Refreshing & Foaming Action.** Thanks to the unique composition, the toothpaste tablets will foam optimally during brushing, giving a refreshing mouthfeel. It's easy to use, and you'll experience fresh breath after brushing. Check out the ingredient list [here!](#)
- **20,000+ Happy Customers.** Over 20,000+ happy customers brush their teeth daily with CHOOSE Paste. Moreover, we are rated an average of 4.5 out of 5 stars in 1,000+ reviews on Bol.com, Amazon, and Trustpilot.
- **Featured at Premium Travel Locations.** Our toothpaste tablets and bamboo toothbrushes in travel packaging, optionally personalized, are now proudly featured at some premium locations of Van der Valk, Golden Tulip, Luxair Airlines, Westcord, Carlton and Hilton, offering both complimentary room amenities and available for purchase at reception, vending machines, or shops.



**CHOOSE! & Social Impact.** With your help, we make the world a bit more beautiful! We donate 5% of our profit to the Dutch Dental Care Foundation, providing dental care to underprivileged children in Kenya. Smiling with a healthy set of teeth is not guaranteed for everyone. In Kenya, as many as 28% of people don't smile due to their dental condition, and 15% of children suffer from dental problems. By supporting Dutch Dental Care, they've already helped more than 65,000+ children in Kenya. We also believe in giving everyone in the Netherlands a chance to participate and work. That's why we collaborate with a social workshop where people with a distance to the labor market do fantastic work by packing and sending packages to our customers.

**Strong Together.** Let's join forces to contribute to reducing (plastic) waste from tubes and toothpaste! In this way, we aim to make as many people as possible, in as many places in the world, smile healthily again. Are you with us?

P.S. If you have any questions, feel free to contact us. You can reach us at 085 00 03 829 or send an email to [hello@chooseteethcare.com](mailto:hello@chooseteethcare.com). We're ready to help you!"

