



**Sustainable Lifestyle**

LET'S DO OUR PART

# Sustainable Lifestyle's

# #1MillionToothbrushCampaign



[www.sustainablelifestyledubai.com](http://www.sustainablelifestyledubai.com)

# WHO WE ARE?

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Sustainable Lifestyle Dubai is a licensed E-Commerce Business that strives to produce and supply Eco-friendly products in retail and in wholesale. We try our best to provide our clients with plastic product alternatives in their daily lifestyle.

We ensure our products leave the lowest possible environmental footprint throughout the product lifecycle.

Sustainable Lifestyle Dubai believes in the Mantra of "Business with a Purpose"

# OUR VISION

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Sustainable Lifestyle Dubai's vision is to help reduce plastic waste in the environment. This is by influencing and enticing people to make that small step of using sustainable products in their daily activities instead of traditional plastic products.

We are also committed to helping communities with poor access to oral hygiene products to prevent suffering caused by oral disease through our #1MillionToothbrush Campaign. We aim to donate part of our proceeds for every Million sold toothbrushes

# OUR FOUNDER



Joella Chrissa Favor

FOUNDER OF SUSTAINABLE LIFESTYLE DUBAI

Joella is an experienced Business Development Professional, an Entrepreneur, and a Mother. She is a passionate advocate for Sustainability. Her philosophy "Business with a Purpose" empowered her creative thinking to do something beyond the norm. Her personality and enlightened ethics are engrained in her business strategies and in supporting causes for the better good.



# OUR CAMPAIGN

#1MILLIONTOOTHBRUSHCAMPAIGN

DID YOU KNOW?

ALL PLASTIC TOOTHBRUSH EVER  
CREATED AND USED FROM THE  
TIME OF INVENTION STILL EXISTS  
ON THE PLANET UP TO THIS DATE?

IT'S TIME TO  
DO SOMETHING  
ABOUT THIS!

DID YOU KNOW?

IT TAKES 500 YEARS  
TO DECOMPOSE A  
SINGLE PLASTIC  
TOOTHBRUSH

DID YOU KNOW?

IN U.S.A ALONE,  
BILLIONS OF PLASTIC  
TOOTHBRUSHES ARE  
THROWN AWAY EACH  
YEAR

DID YOU KNOW?

TOOTHBRUSH WASTE  
OFTEN END UP IN  
WATERWAT





# OUR CAMPAIGN

## #1MILLIONTOOTHBRUSHCAMPAIGN

Our Campaign aims to reduce tons and tons of plastic waste in the environment. This by influencing people to use Sustainable Lifestyle's Bamboo Toothbrush instead of the traditional plastic toothbrushes

**IT'S TIME MAKE  
THAT CHANGE!**

### DID YOU KNOW?

BAMBOO IS HIGHLY SUSTAINABLE. IT CAN GROW UP TO 1 METER EACH DAY. BAMBOO IS AN INCREDIBLY RENEWABLE AND VERSATILE CROP.

### DID YOU KNOW?

BAMBOO COMES FROM NATURE AND WILL BREAK DOWN UNDER THE RIGHT CONDITIONS. ONCE MOISTURE, HEAT, OXYGEN AND MICROORGANISMS ARE INTRODUCED TO BAMBOO, IT'LL BREAK DOWN FAST, SOMETIMES WITHIN THE SPACE OF 8 WEEKS OR EVEN LESS.

### DID YOU KNOW?

TOOTHBRUSH WASTE OFTEN END UP IN WATERWAT





# OUR HOPES

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We hope that more and more individuals support this cause. Together, in our small little ways, we can make a difference. Let's make sustainability a trend, let's do our part.

Part of our proceeds  
goes to the charity







## OUR BAMBOO TOOTHBRUSH

- **BPA FREE**-means no harmful toxins and chemicals
- Handles are made from **100% Bamboo**-means **100% Sustainable**
- Bristles are made from castor bean oil-means **bristles are plantbased**
- **Ergonomic design**-means having specially designed grip to help people hold their brushes better
- **Economical**-our pricing is competitive to other bamboo toothbrushes

#1MILLIONTOOTHBRUSHCAMPAIGN

# HOW CAN WE SUPPORT THIS CAMPAIGN?

# SIMPLE WAYS TO SUPPORT THIS CAMPAIGN



Letting go of your  
plastic  
toothbrush and  
shifting to  
BAMBOO  
TOOTHBRUSH

Sharing Our  
SOCIAL  
MEDIA POSTS  
and advocate  
for the  
campaign

Influence your  
friends and family  
to shift from  
plastic to  
BAMBOO  
TOOTHBRUSHES

Gifting Bamboo  
Toothbrushes  
to your friends,  
families,  
employees and  
colleagues

Use Bamboo  
Toothbrushes  
as a  
CORPORATE  
GIVE-AWAY





**Sustainable Lifestyle**

LET'S DO OUR PART

**Support**

**#1MillionToothbrushCampaign**

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*"Clean Mouth, Clean Conscience"*

*"Ditch the Plastic and Make that Switch"*

*"Our Tomorrow is Determined by our Choices Today"*

# Support #1MillionToothbrushCampaign

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