

TOOTH FAIRY

MODERN PREVENTATIVE DENTAL CARE

BY: Rachel Yeung, Sarah Frey, Alan Katz, and Daniel Goyeneche

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OUR STORY



As a child, Sarah learned that she had genetically inherited her father's soft teeth, which means she is more prone to deep-rooted, fast-growing cavities. So, she took the initiative to visit the dentist for checkups four times a year, instead of the typical two times a year.

These preventative measures were not enough!

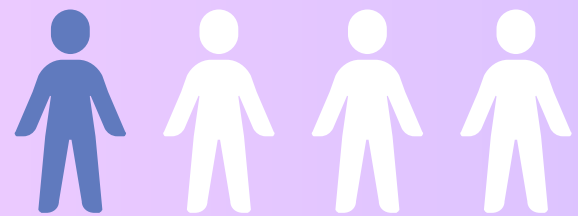
During the summer after her freshman year of college, she found herself in the dentist's office at least once a week from the second she got home in May to two days before she returned back in August, dealing with two root canals! It was the most traumatizing summer of her life as she had to miss out on family vacations, friend gatherings, work, and eating her favorite foods while undergoing extreme pain and discomfort.

PROBLEM



Cavities.

- **45 million** root canals are performed each year.
- **41,000** root canals are performed each day.
- Over **5 million** teeth are extracted each year in the US.
- **1 in 4** Americans have untreated cavities.

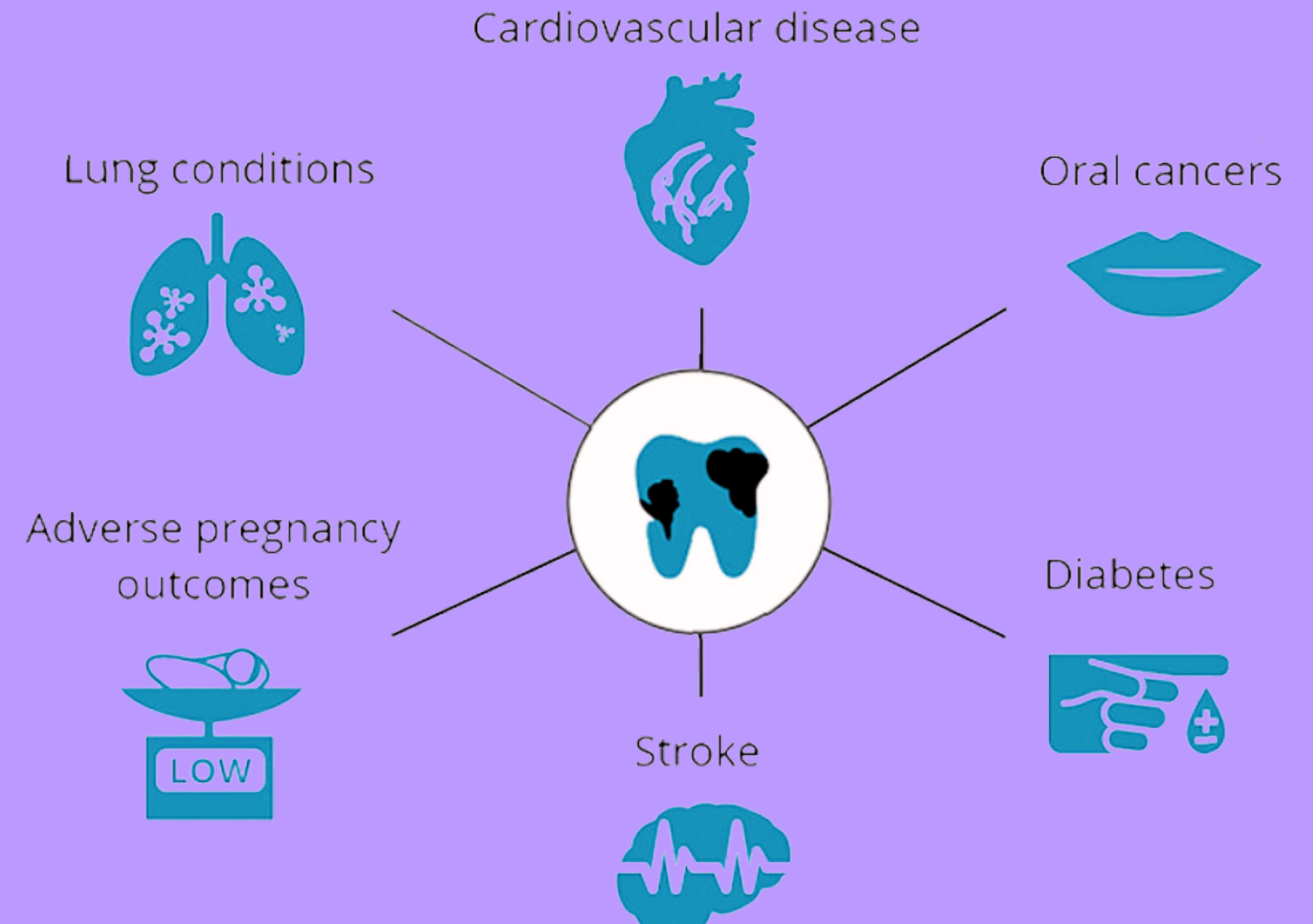


- An estimated **74 million** Americans have no dental insurance coverage.



WHY SHOULD WE CARE?

Cavities cause severe problems if they go unfixed and most importantly, they can **reduce the quality of life**.



SURVEY ANALYTICS



Consumer Survey

We conducted a survey. Our results show an urgency for a solution like Tooth Fairy.

50%

willing to
purchase at a
premium

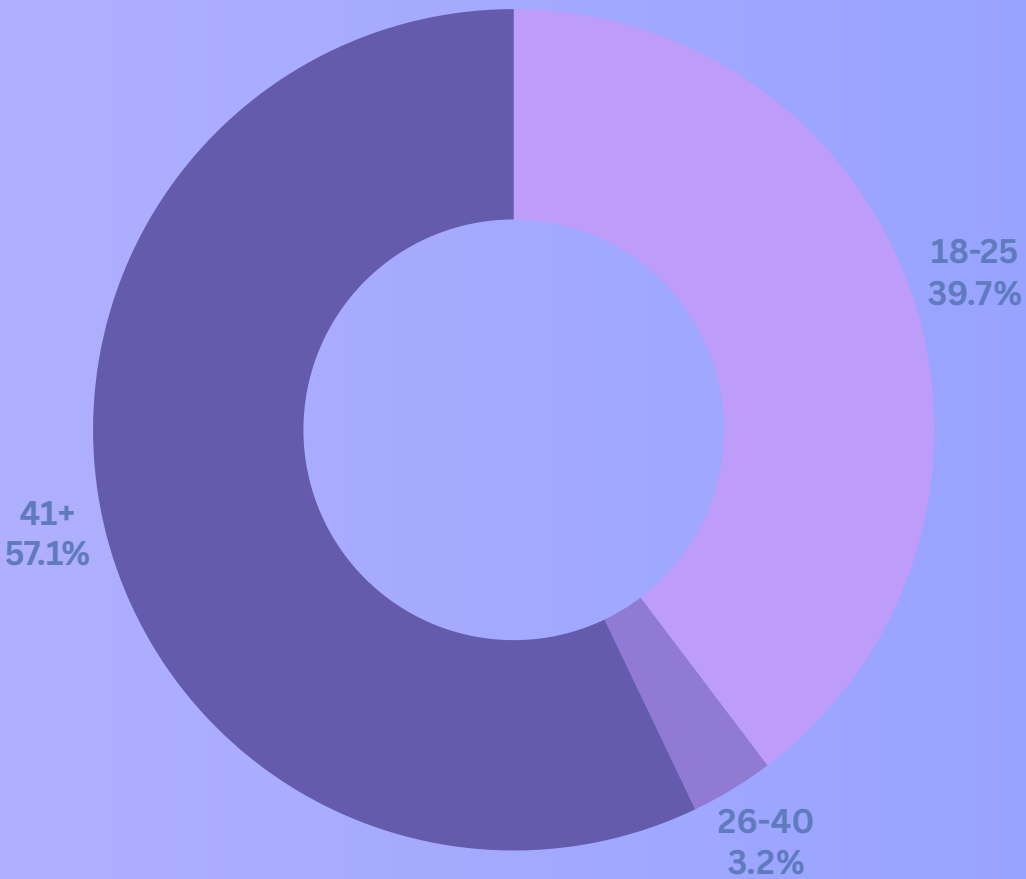
81.8%

purchase dentist-
recommended
products

74%

utilize at-home
oral care
treatment

Survey
Demographics



COMPANY & PRODUCT





Tooth Fairy provides everyday Americans with an affordable, convenient, and preventative solution to poor oral health.



PRODUCT

Tooth Fairy is an at-home dental product that indicates the presence of plaque mineralization.

Benefits: The impressionable mouth-guard-like device detects irregularities in oral pH, which is a key sign of tooth decay.

- Avoid the pain and discomfort of frequent dental visits.
- Avoid the stress of not being able to visit the dentist due to travel, financial, or insurance reasons.
- Only see the dentist when needed.

Target Audience: The 74 million Americans with no dental insurance, individuals who are more genetically cavity prone, college students with limited access to their at home dentist, and generally individuals who care about their oral health.



PRODUCT / PACKAGING

We strived for a minimal look and feel and utilized color choices that would be eye-catching on the aisles of the stores and pharmacies that we were placed in.

close up view



HOW TO USE

1. Purchase a Tooth Fairy device
2. Rinse your mouth with water
3. Place the device on your teeth as you would a retainer
4. Bite down for 30 seconds
5. Remove the device and compare your mold to the pH indicator on the back of the packaging
6. Seek further dental attention and care if needed!



PRICE

The cost to make the product would be **\$7.34**

\$25 per cavity kit

Subscription options will be offered after launch for monthly, quarterly, and semi-annually

****Depending on the retail medium the price may vary.**

Regular cavity scans are priced at \$500 and up and since we are a convenient and affordable way to track cavities and FDA-approved brand, then we are priced at a reasonable price.



PLACE

- Expansion into retail stores like CVS, Walgreens, and Target
- E-commerce sell through Amazon (subscribe and save)
- Partner with schools in low income areas and dental offices
- Selling our product in bulk to universities and having them distribute them for free, similar to how dorms distribute paraphylactics



BRANDING PROGRAM



CAMPAIGN



GUARD YOUR GLOW

Detect, Protect, Smile: Tooth Fairy's Promise

"**Guard Your Glow**" encapsulates the essence of preserving one's smile. The term "**Glow**" implies not just the physical brilliance of a smile but also the inner confidence and joy it represents. This campaign name emphasizes the proactive protection, assurance, and care that the Tooth Fairy provides, positioning it as the guardian of the individual's unique and vibrant glow.

"**Detect, Protect, Smile: Tooth Fairy's Promise**" serves as a powerful summary of Tooth Fairy's commitment to comprehensive dental care.

- **Detect:** Highlights the product's capability to identify cavities early, emphasizing the importance of proactive detection for preventive oral health
- **Protect:** offering a shield against potential dental issues, and preventing the need for extensive treatments.
- **Smile:** Positions the ultimate goal – a confident and radiant smile

BRANDING



LOGO



PRIMARY LOGO



SECONDARY LOGO



ICONS



COLOR PALETTE



HEX: F2CDFF
RGB: 255, 242, 205
CMYK: 0, 5, 20, 0



HEX: BB99FF
RBG: 187, 153, 255
CMYK: 27, 40, 0, 0



HEX: 94A2FF
RBG: 148, 162, 255
CMYK: 42, 36, 0, 0



HEX: 607ABE
RGB: 96, 122, 190
CMYK: 49, 36, 0, 25



HEX: 545E75
RGB: 84, 94, 117
CMYK: 28, 20, 0



HEX: 969ECF
RGB: 150, 158, 207
CMYK: 28, 24, 0, 19

MARKETING TACTICS



BROCHURE





TOOTH FAIRY

MODERN PREVENTIVE DENTAL CARE
CAVITY DETECTION KIT



WHAT IS TOOTH FAIRY?

Tooth Fairy provides everyday Americans with an affordable, convenient, and preventative solution to poor oral health.

Tooth Fairy is an at-home dental product that indicates the presence of plaque mineralization.

The impressionable mouth-guard-like device detects irregularities in oral pH, which is a key sign of tooth decay.



BENEFITS OF TOOTH FAIRY

The impressionable mouth-guard-like device detects irregularities in oral pH, which is a key sign of tooth decay.



Most importantly, the benefits of tooth fairy are the following:



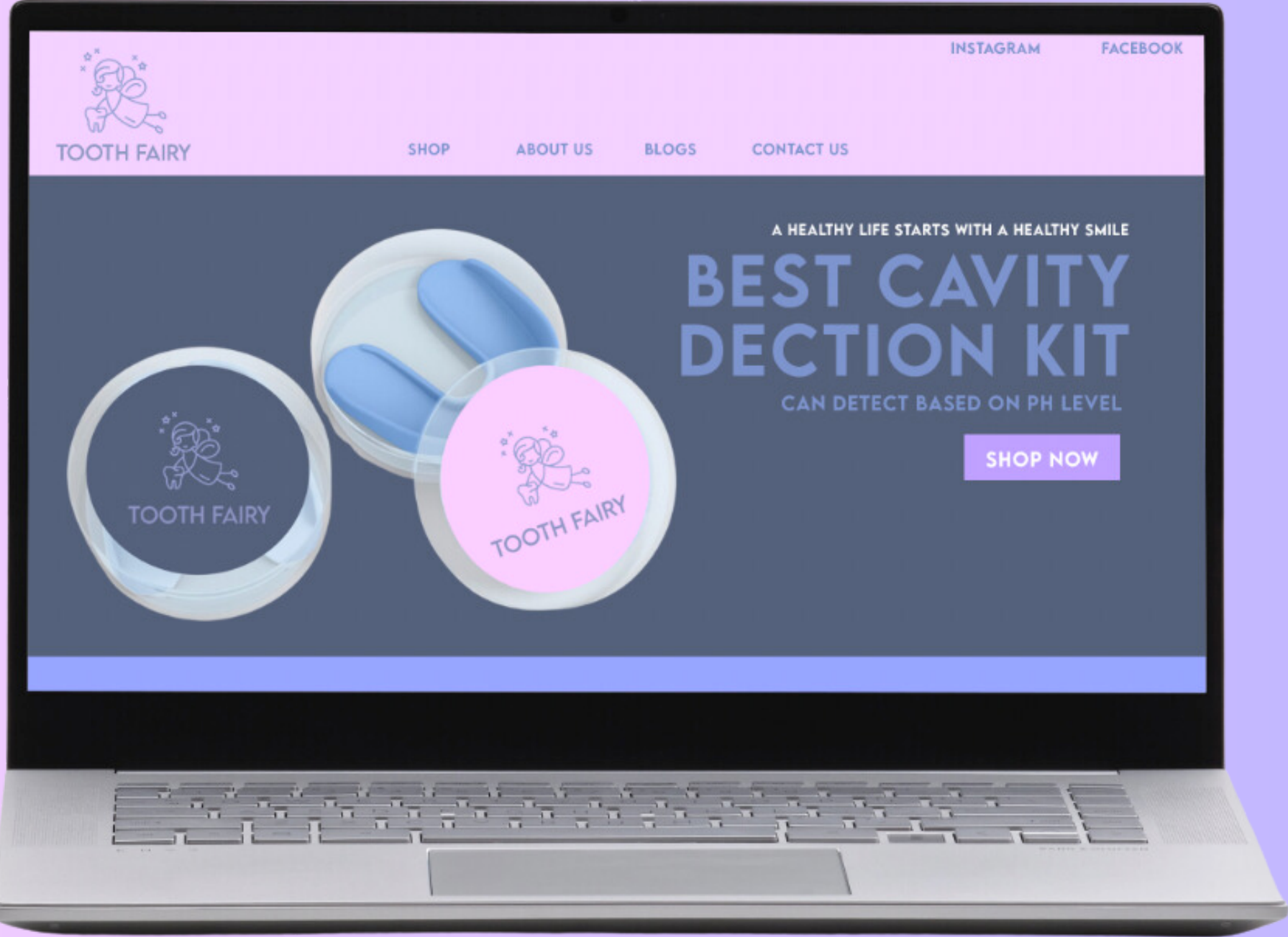
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5. Remove the device and compare your mold to the pH indicator on the back of the packaging
6. Seek attention and care as directed!



WEBSITE

Website Mockup



We will add blogs and case studies about product usage and engaging stories to keep the consumers updated and interested. Additionally, we will add a section for ratings and reviews.

Product Layout for Sale on Website



More Information for Website

pH Indicator

pH has been proven to detect oral cavity decay. We found a cost effective solution that is simple enough to be brought straight to you!

Teeth Mold

Our mold was created to be both comfortable yet practical. Using two pieces, our device is able to analyze every tooth on both rows of teeth without causing any pain to the user.

Dental Wax

Our wax was carefully chosen in order to leave an impression of your teeth. That way, you are able to detect the exact spot of problem areas.

pH Scale

Our scale has been tested to ensure accurate results and recommendations for after care.

Packaging

All our devices come in eco - friendly packaging using recycled materials.

MEDIA PRESENCE

Public Displays would be an important media outlet for our brand so people can view our brand outside of stores.

Billboards



Bus Stops



Banners



MEDIA PRESENCE

We want to reach different objectives for our **video marketing** for commercial breaks, on social medias, and even the website.

Educational Videos about Cavities



Benefits Video (family-friendly)



How to Use



Beauty Shots of Product



MEDIA PRESENCE

Example posts for our social media that we will utilize to keep the target audience engaged and informed of our product.

GUARD YOUR GLOW:

AT HOME
CAVITY
DETECTION
KIT

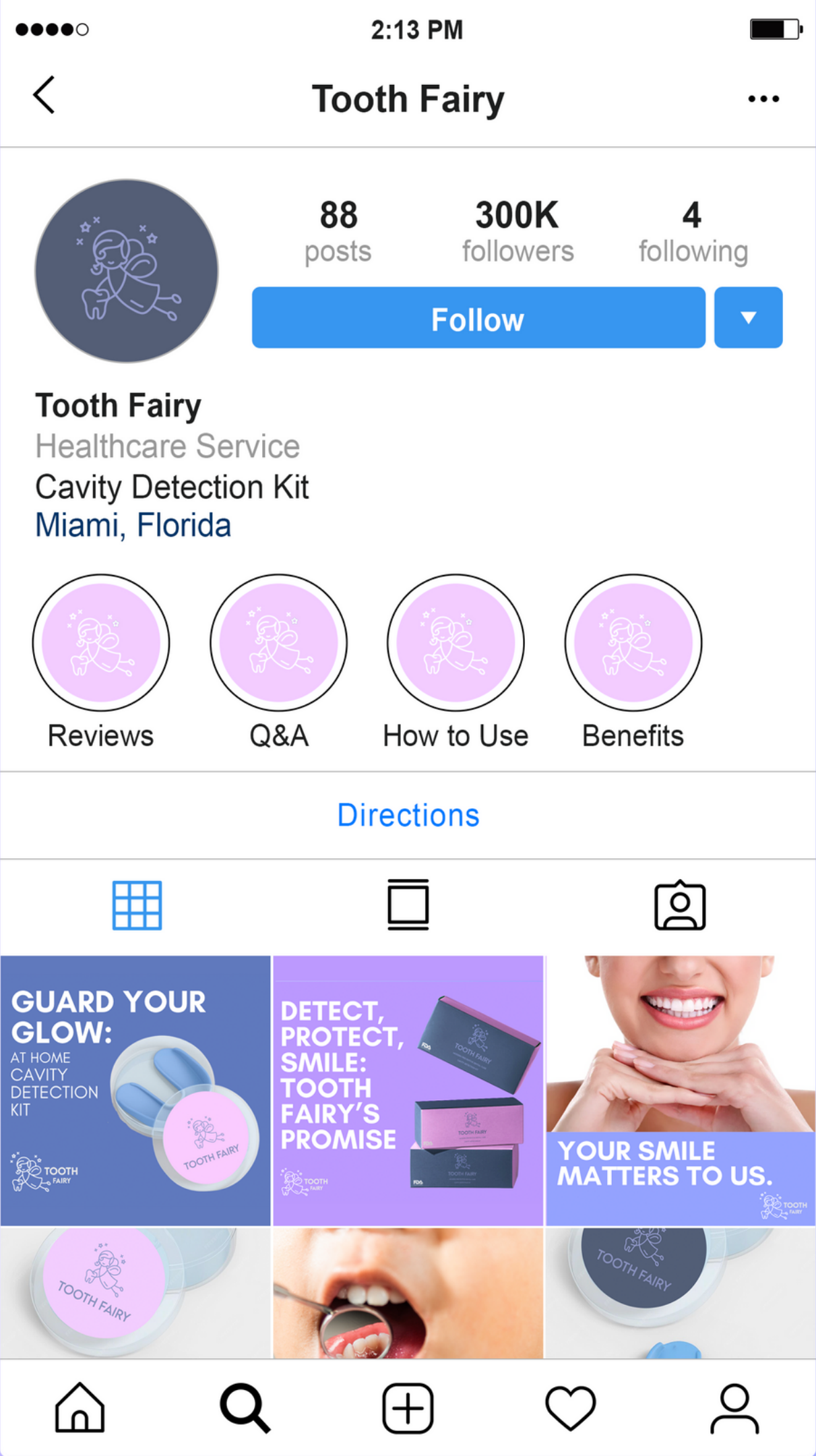


DETECT, PROTECT, SMILE: TOOTH FAIRY'S PROMISE



INSTAGRAM

Post Example



GUERILLA MARKETING



For our guerilla marketing, we would like to put a random bright and colorful door placed somewhere along a city. When someone opens the door, there is a large screen that they can step in and uses a fun, interactive cavity-detection simulation, creating engagement.



This screen also includes a photo booth element where visitors can take pictures with a playful Tooth Fairy backdrop. We will also have teeth on poles that you can take off with promotional discounts for your first purchase and learn a little more about Tooth Fairy.

Additionally, we will put posters in sponsored bowling alleys and an event where people can enjoy drinks and food, gain freebees, and learn more about Tooth Fairy.

PHILANTHROPIC ENDEAVOR



74 Million Americans have no dental insurance

- We plan to donate 5% of earnings to help individuals who cannot afford dental insurance and regular dental care.
- It is common that schools partake in medical examinations to ensure the well-being of their students. These checkups can vary depending on the school, region, and available resources.
 - some example of examinations are: vision and hearing tests, height and weight measurements, flu shots, scoliosis testing, etc
 - We plan to partner with schools in low-income communities and send over bulk packages for semi-annual checks.
- Also, many foreign countries do not have great dental care, so we hope to help that problem and send over these devices to schools in other countries as well.



INFLUENCERS & CELEBRITIES



Millie Bobby Brown is an excellent fit for our product because she has prioritized the importance of her smile for her acting career. She embraces her smile and is very proud of it. She would represent our brand well because she recognizes the importance of having healthy teeth for her acting career. Through her large social media presence, she will explain why this product is important while comparing it to her own journey

LAUNCH PLANS

- 01 Professional events:** dental conferences, trade shows, and workshops.
- 02 Partner with dentists and other celebrities or influencers:** professionals endorse our product.
- 03 Informative videos** about oral health and how the product works on social media.
- 04 Start eCommerce** on our website.



THANK YOU!

PLEASE FEEL FREE TO ASK FURTHER
QUESTIONS.

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