

## Industrial Biotechnology

## HABBITS: Redefining Oral Care, Promising Smiles

### APPLICATION

Technology-enabled Oral care service and product ecosystem which will help users to foster timely and good oral care habits. All products are Premium, Natural, Vegan, NO SLS, No Artificial Sweetener, No Artificial Flavours, No Parabens, No Triclosan, No Gluten, Free from All Toxin

#### COMPANY NAME

Fresabbit Hygiene Pvt Ltd

#### TECHNOLOGY READINESS LEVEL (TRL)

TRL: 8 (Validated & Early Revenue Stage)

#### INTELLECTUAL PROPERTY

Filing in progress

#### FOUNDER'S NAME

Prashant Chourasia  
Ravi Gupta

### PROBLEM ADDRESSED

- Motivation - Total lack of motivation to follow basic oral care habits.
- Awareness - Total lack of awareness on the kind of product and service to be taken at the right time.
- Accessibility - Total lack of Products and services to cater to the modern lifestyle of new India.

### ABOUT THE TECHNOLOGY

By tracking and rewarding through App and brushing activity tracking device (later stage)

- Track oral care habits: Get insights on oral care habit
- Rewarding/Incentivizing mechanism to never lose the motivation: Habit tracking App and toothbrush device

By Providing

- Relevant content to understand the benefit of following oral care habits
- Relevant content to understand what has been going into your bodies for so many years and what one should take and should avoid.

Accessibility to natural and toxin-free products in sustainable packaging which matches the current modern lifestyle

### FUNDS RAISED/ACHIEVEMENTS

- Received Debt funding worth INR 30 lakhs under Startup India Seed Fund Scheme
- Recognised as top 500 D2C challenger brand for 2022-23 by YourStory

### PRODUCT IMAGE



### USP

- Affordability with no compromises in quality to better compete with present competitors.
- Unique formulation for effective solution for Oral hygiene. Key Ingredients(All Natural & Plant derived): Kaolin Clay, Shea Butter, Calcium Powder, Xylitol, Activated Charcoal, Sorbitol, coconut oil, Vit E.
- Key Products: Premium Natural Fluoride Free Toothpaste, Natural Mouthwash, Biodegradable Toothbrush & Dental Floss, Natural Toothpaste Tablets, etc
- Unique AM-PM Flavour of Toothpaste: Tea Tree & Charcoal, Vanilla Extract & Lavender, Hemp Seed Oil, Aloe Vera & Peppermint, Watermelon, etc.

### END USERS/CUSTOMERS

- People of all age groups except children under 7.