APRIORI

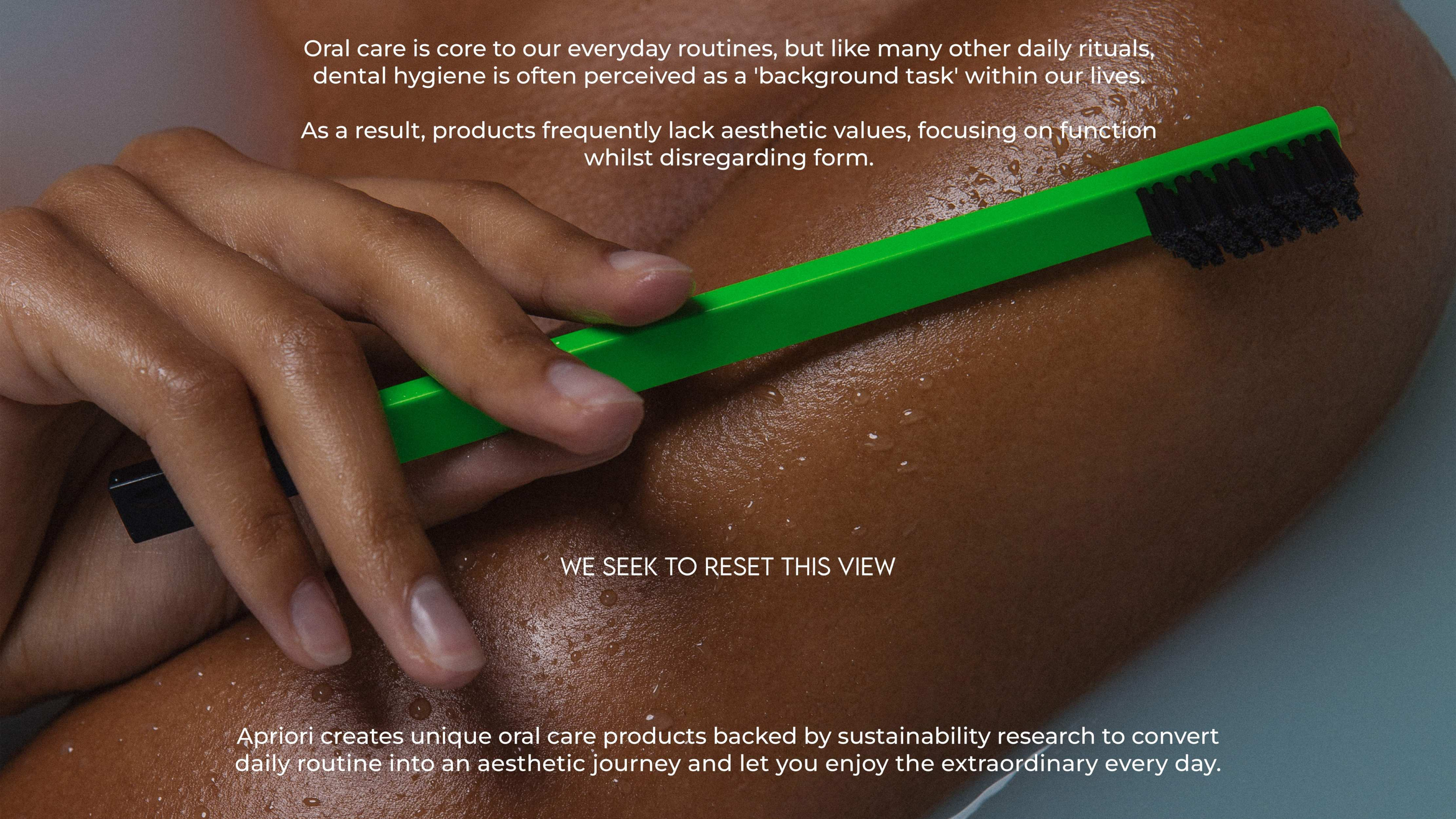
FUNCTIONALITY, SUSTAINABILITY, DESIGN

FROM NOW ON, YOU DON'T HAVE TO CHOOSE BETWEEN THE FUNCTIONALITY, SUSTAINABILITY AND DESIGN

WE GOT THIS COVERED

APRIORI

ĀPRĪ-ÔRĪ
(LAT.)
USED IN MATHEMATICS AND LOGIC
TO DENOTE SOMETHING THAT IS KNOWN
OR POSTULATED BEFORE A PROOF HAS BEEN
CARRIED OUT



Oral care is core to our everyday routines, but like many other daily rituals, dental hygiene is often perceived as a 'background task' within our lives.

As a result, products frequently lack aesthetic values, focusing on function whilst disregarding form.

## WE SEEK TO RESET THIS VIEW

Apriori creates unique oral care products backed by sustainability research to convert daily routine into an aesthetic journey and let you enjoy the extraordinary every day.

reddot winner 2020

At Apriori, we're pioneering the concept of eco-luxury in oral care. Every moment, every sensation, curated to perfection - making mornings not just a routine, but a sumptuous ritual of self-care.

The stylish range of toothbrushes is the result of three years of research and development.
The ergonomic design gives it a wider bottom and narrower top; from the side, the opposite is true.
The matte handle is finished with a metallised cap and an asymmetric bristle head, meaning world-class eco-friendly design meets fantastic usability.

In 2020 the Apriori toothbrush was awarded the Red Dot Award for Product Design.

Dental professionals recommend Apriori as they offer effective yet gentle cleaning on gums and teeth, making them ideal for plaque removal. With two types of stiffness, medium and soft, customers can choose an oral cleaning regime tailored to their specific requirements. Both types of filaments are kind to pain-sensitive or injured gums.

KEY FACTS

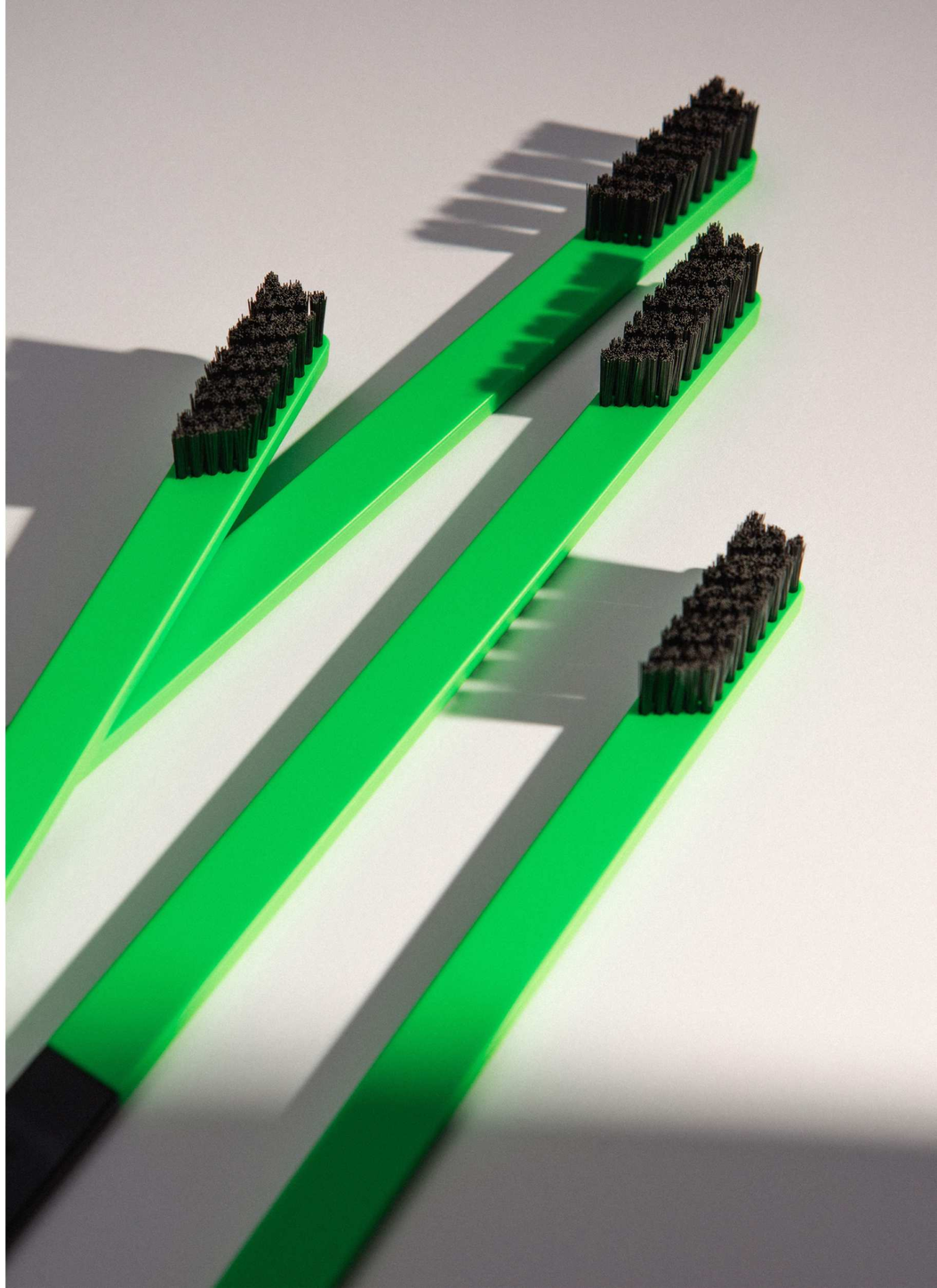
- Developed in cooperation with dental specialists and sustainability experts
- Asymmetric bristle pad for perfect cleaning and polishing of the tooth surface
- Efficient cross-furrow cleaning surface, meaning brushing is effective yet gentle on teeth and gums
- Plant-based and compostable materials
- Bio-based filaments
- Compostable packaging
- In-house manufacturing and QA
- FDA-approved materials and ISO Certified
- Red Dot Award winner: Product Design 2020

# SUSTAINABILITY

At Apriori, we're deeply committed to environmental harmony, integrating sustainability into every product we create.
Our journey is guided by experts, ensuring that the latest sustainable innovations and materials are tailored for your oral care needs.

Our eco-conscious toothbrush line exemplifies this ethos. Crafted from plant-based materials and bio-based filaments, these toothbrushes are 30% lighter than traditional ones, significantly reducing waste and reinforcing our environmental commitment.

We believe that eco-friendly products can also captivate with their unique design and aesthetic appeal, demonstrating that responsibility and elegance can coexist seamlessly.



# COLLECTION

Black
Gold

Black
Silver

White
Gold

White
Silver

Sapphire Blue
Gold




Carmine Red
Silver




British Racing Green
Gold




Copper Noir

Turquoise Blue
Silver

Turquoise Blue
Gold

Bubblegum Pink
Silver

Bubblegum Pink
Gold

Peaceful Sky
Silver

Sunflower Yellow
Silver

Regal Cashmere
Limited Edition

Lime Radiance
Tangerine Glow
Scarlet Eclipse
Citrus Bliss
Lavender Luster

# DISTRIBUTION

## Apriori is now presented in more than 200 selective retail points in the UK, EU, Eastern Europe, Middle East, China and counting...

APRIORI Bespoke Hyper Display
Made-to-measure

aromateque
ANTONIA
BLUE SALON الصالون الازرق
Debenhams
Galeries Lafayette
HARVEY NICHOLS
Heinemann
Hondos Center
John Bell & Croyden
Pari Gallery PG باري غاليري
IOX

APRIORI Sport Edition Display
30 x 20 x 20cm (W, H, D)

APRIORI Rotating Display
27 x 45cm (W, H)

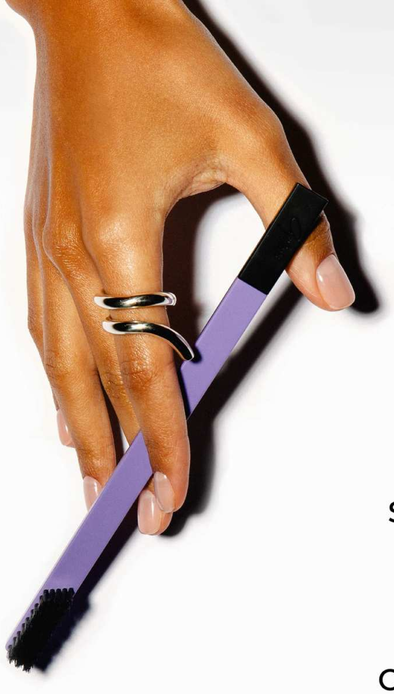
APRIORI Medium Display
58 x 20 x 20cm (W, H, D)

## SOCIAL MEDIA PRESENCE

We have created a solid social media presence for Apriori through our cohesive curation of exceptional imagery and narrative storytelling, which intertwines beauty, fashion and usability.

Our Instagram accounts bring together the voice of Apriori and our community through the tagged posts and hashtag #BRUSHFANCY.

@slim_by_apriori



Apriori

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slimbyapriori.global

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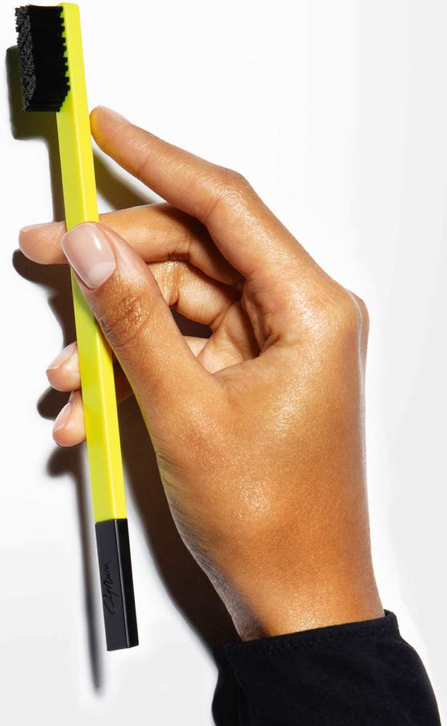
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