



*Apriori*  
APRIORI

FUNCTIONALITY, SUSTAINABILITY, DESIGN

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

WE GOT THIS COVERED  
APRIORI

ĀPRI-ŌRĪ  
(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

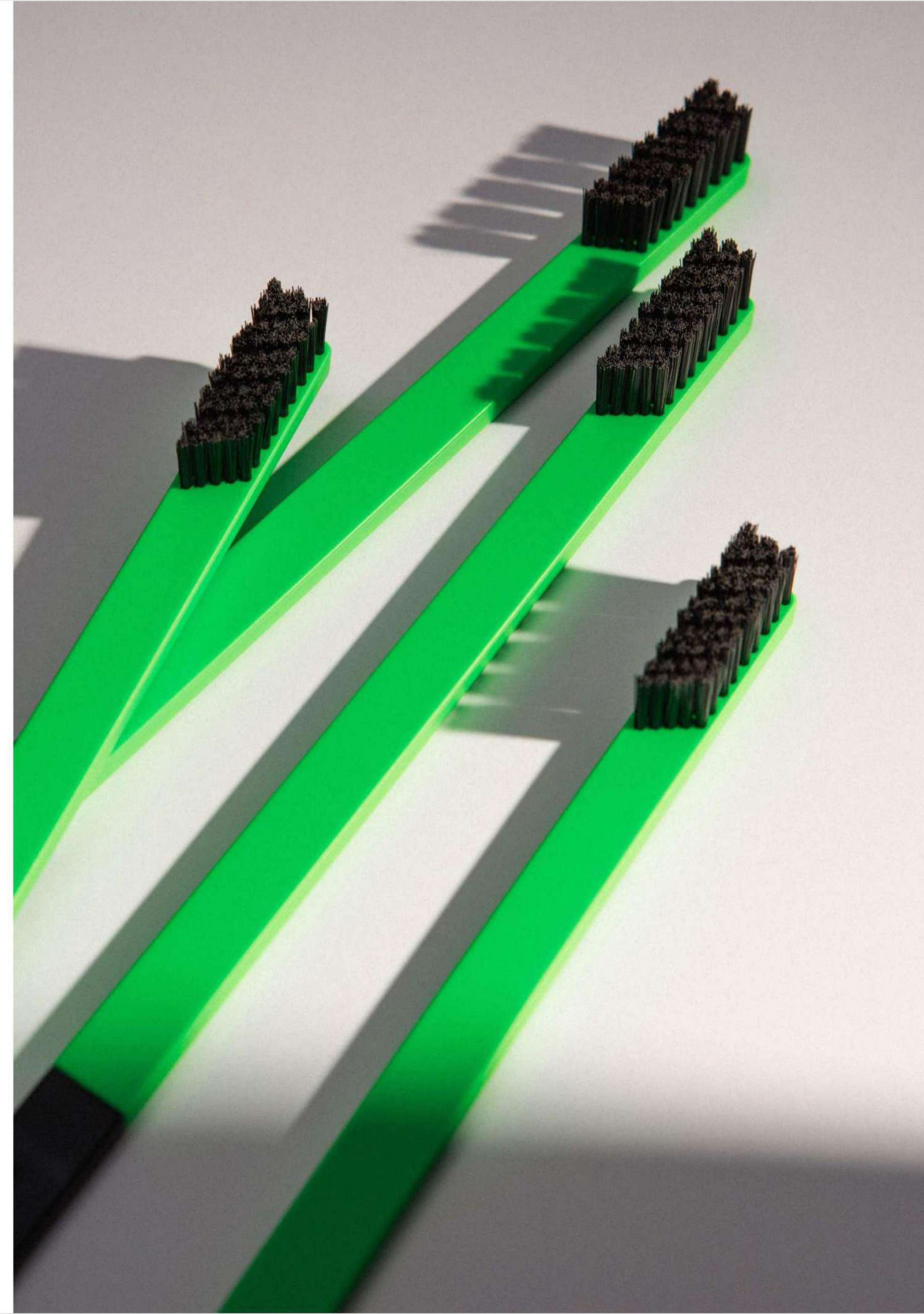


## SUSTAINABILITY

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



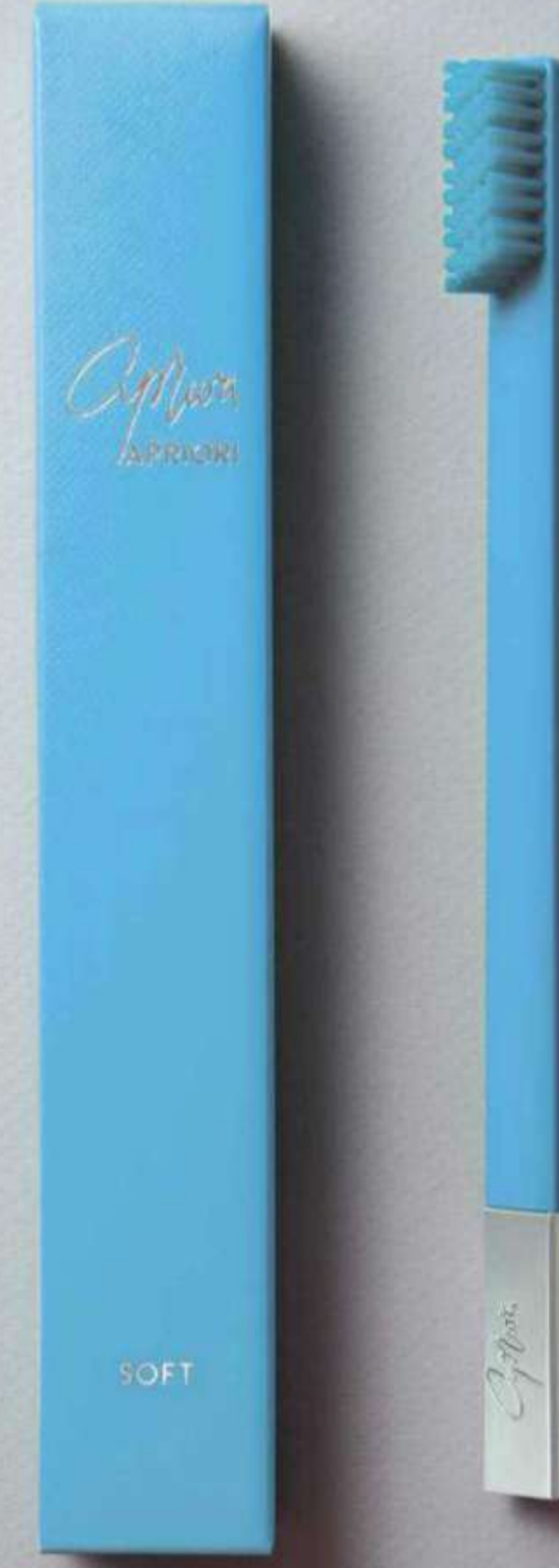
Bubblegum Pink  
Gold







Peaceful Sky  
Silver



Sunflower Yellow  
Silver





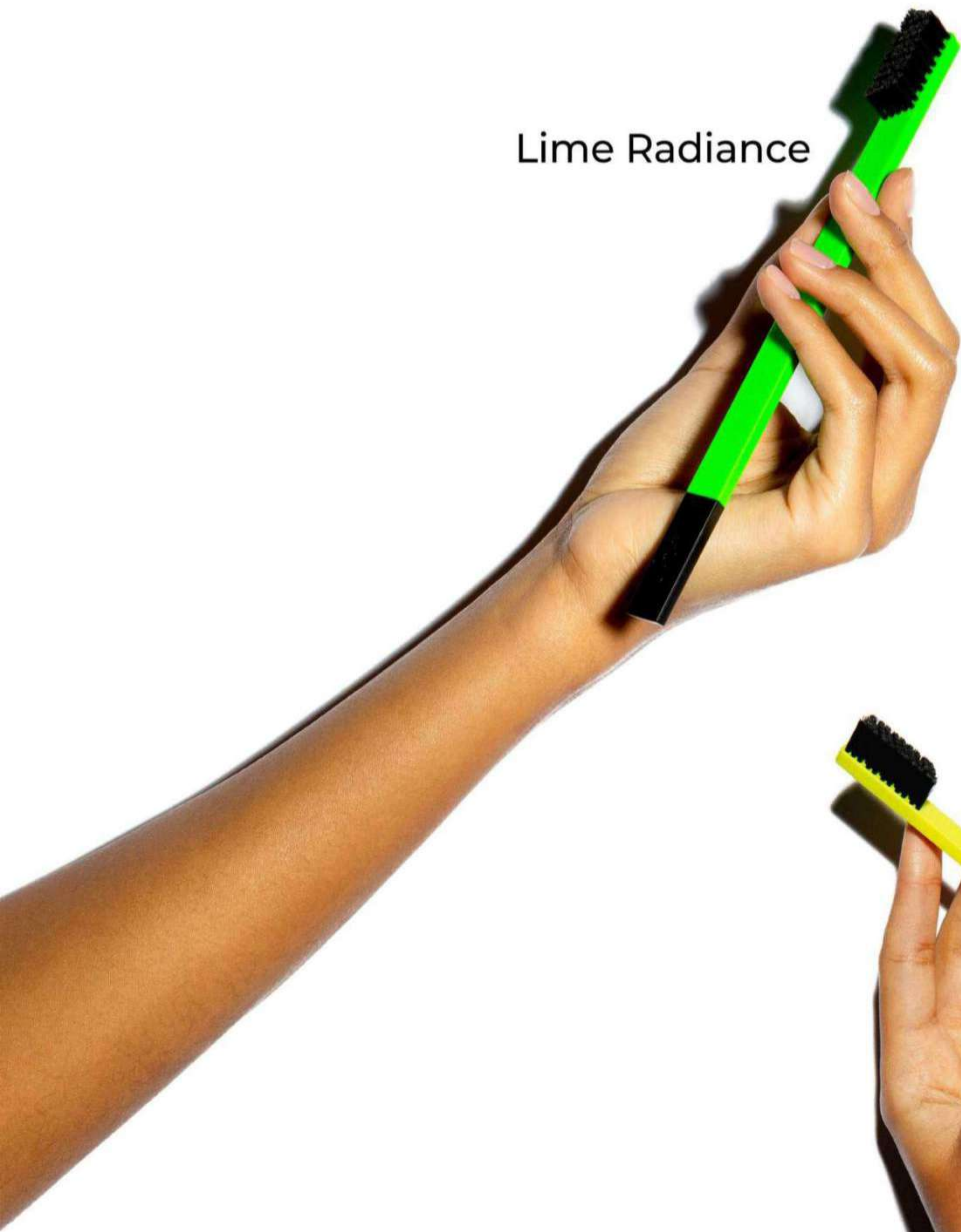


Regal Cashmere  
Limited Edition





Lime Radiance



Tangerine Glow



Scarlet Eclipse



Citrus Bliss



Lavender Luster





## DISTRIBUTION

Apriori is now presented in more than 300 selective retail points in the UK, EU, Eastern Europe, Middle East, Asia and counting...





## SOCIAL MEDIA PRESENCE

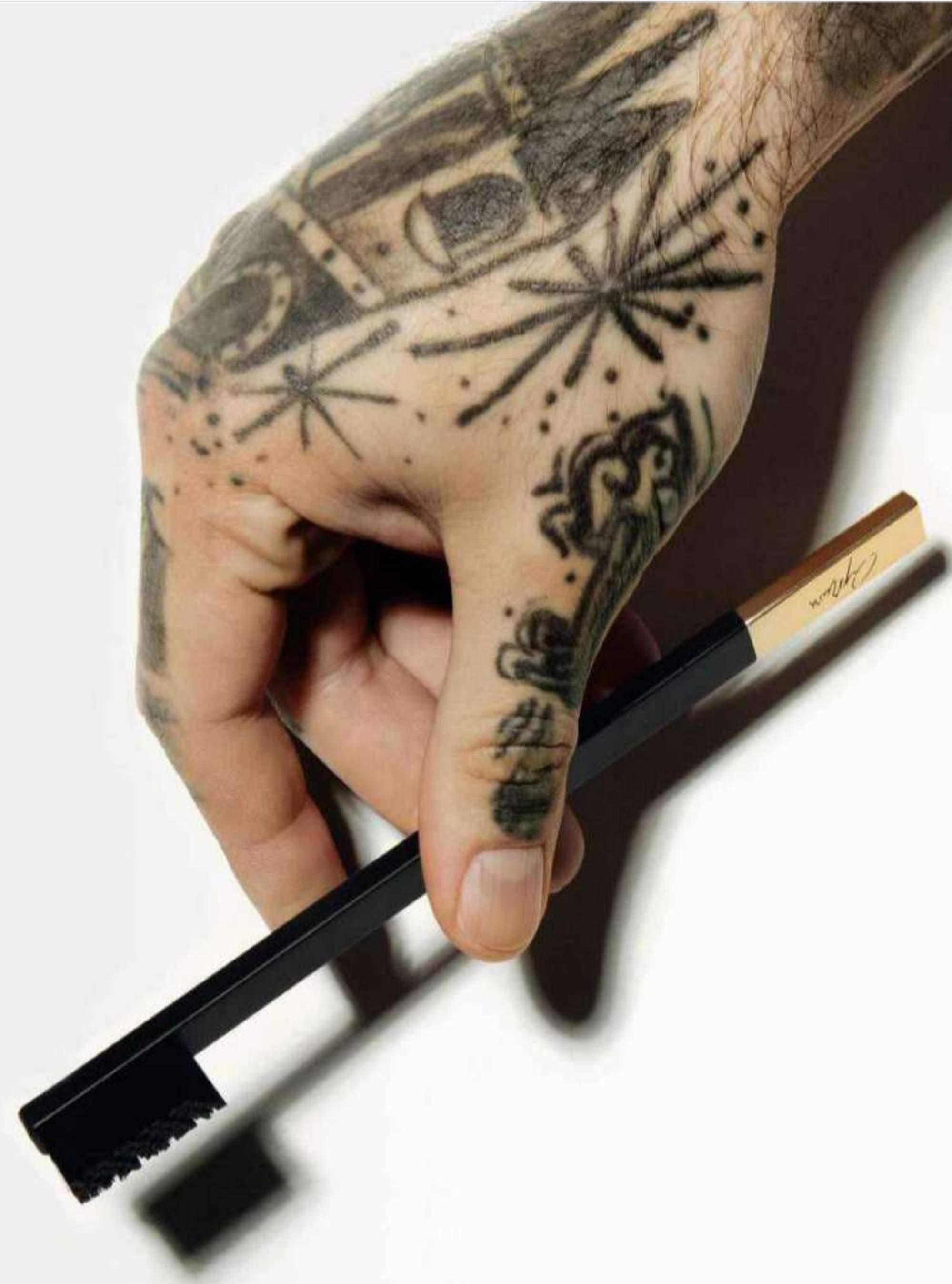
We have created a solid social media presence for Apriori through our cohesive curation of exceptional imagery and narrative storytelling, which intertwines beauty, fashion and usability.

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

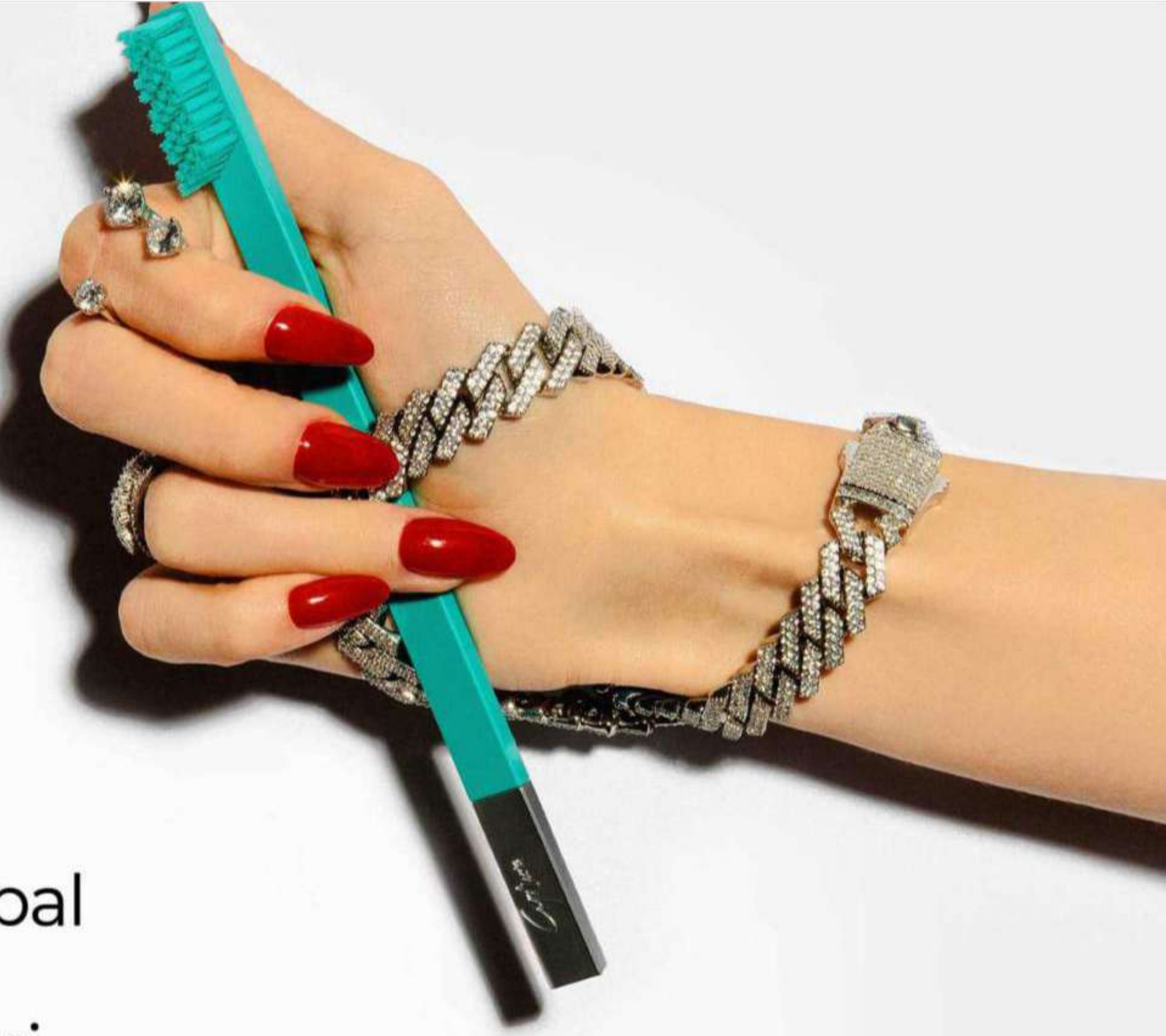
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*Apriori*  
APRIORI



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