

## **SURI Launches Electric Toothbrush for Life with Innovative Repairable Design and Recyclable Plant-Based Materials**

**Maximum Clean:** 33,000 sonic vibrations per minute, designed with dentists to give teeth a deep clean

**Minimum Impact:** Plant-based head and repairable aluminium body, designed to be recycled

**Innovative design:** 1/3 of the size of standard electric brushes, with a travel-friendly UV-C self-cleaning case



*The Sustainable Sonic Toothbrush by SURI*

**London, United Kingdom:** Recently launched UK-based sustainable wellness brand [SURI](#) has created an innovative, eco-friendly electric toothbrush in a bid to offer the world's most sustainable smile and help combat the wasteful impact of oral care. The SURI Sustainable Sonic Toothbrush marks a new, design-led bathroom essential made primarily from plant-based and recyclable materials, offering a superior clean with minimal impact on the environment.

While sales of bamboo manual toothbrushes continue to grow as consumers make changes to live more sustainably, **there hasn't been an eco-alternative for the thousands of electric toothbrush users** to date. Until now.

Each year, SURI estimates that **global disposal rates of toothbrushes amount to 4 billion** and almost all models are not recyclable in municipal recycling streams. While electric models are proven to help consumers achieve a better clean, reducing plaque by 21% and gingivitis by 11% ([Cochrane Review, 2014](#)), unfortunately, they have the worst carbon footprint compared with other toothbrushes. And although household electrical appliances are small, they make up **2% of landfill waste, and it is estimated that they contribute to 70% of the pollution on land and in water.**



*(L-R) SURI Sustainable Sonic Toothbrush in Winter Fern, Midnight Black and Sea Mist*

The team at SURI are on a mission to tackle these issues, bringing a revolutionary new option to the market that helps advance the industry's sustainable credentials.

Built with a **right-to-repair in mind**, the Sustainable Sonic Toothbrush features an aluminium handle and plant-based heads. Unlike other electric models, the body can be easily dismantled by SURI for recycling or repair when sent back. A lifetime guarantee under a subscription plan also covers the replacement of brush heads every one to three months and free maintenance. SURI provides hassle-free mail-back recycling for all their products to ensure that none of its brushes ends up in landfills or oceans.

A long-lasting rechargeable battery powers the toothbrush for 30-plus days between charges, and sonic technology delivers 33,000 brush movements per minute, providing an eco-friendly approach to healthier teeth, a brighter smile, and a clean conscience.



*The Sustainable Sonic Toothbrush by SURI*



Short for 'Sustainable Rituals', SURI is a new sustainable wellness start-up by co-founders Mark Rushmore and Gyve Safavi. The duo spent years working for the multinational personal care and hygiene conglomerate P&G. Harnessing their wealth of experience, Rushmore and Safavi decided it was time to help tackle the industry's environmental impact through sustainable innovation. The duo is committed to using as many recyclable and biodegradable materials as possible in all of its products while running its business with a net positive environmental impact.

"Mark and I want to create a company that delivers the next generation of personal care; one that champions products that make you feel great, look good in your bathroom, and have minimal impact on the earth, with no compromise on dental health and hygiene. The days of choosing between keeping the planet or your teeth clean are over."

**Gyve Safavi, co-founder, of SURI**

"When developing the Sustainable Sonic Toothbrush, we were appalled to learn about the poor sustainability standards in the dental industry and how many toothbrushes find their way to landfill each year – it's a staggering design problem. SURI is determined to keep pushing the benchmark higher for quality, design, and environmental impact, we hope our design marks a significant step-change in what consumers should expect from brands."

**Mark Rushmore, co-founder, of SURI**

Features	SURI	Other Brands
High powered sonic clean	●	●
Dentist recommended	●	●
Recyclable plant based heads	●	●
Slim aluminium handle	●	●
Repairable design	●	●
Carbon neutral	●	●
Travel friendly	●	●
UV light clean & charge case	●	●
Fully recyclable packaging	●	●

SURI's modern and innovative approach to its Sustainable Sonic Toothbrush also expands to the accompanying accessories, including a UV-C LED light clean and charge travel case and a magnetic wall-mountable toothbrush stand. The case can be charged via USB, keeping your brush ready to use while killing up to 99% of bacteria that builds up in the toothbrush head with built-in UV-C LED cleaning lights.

**The SURI Sustainable Sonic Toothbrush is available for £120 now via [trysuri.com](https://trysuri.com).** For more information, visit [trysuri.com](https://trysuri.com) and to stay up to date, follow [@discoversuri](https://www.instagram.com/discoversuri) on Instagram.

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## Notes To Editors

### About SURI

SURI, short for 'Sustainable Rituals', is on a mission to create oral and personal care products that help people live more sustainably; without compromising on quality, performance, or design.

Analysing reports from the [British Dental Association](#), [National Geographic](#), and [A Greener Future](#), SURI estimates that 4 billion plastic toothbrushes end up in landfill annually. The Sustainable Sonic Toothbrush aims to address this issue through its repairable, recyclable design.

SURI was launched earlier in 2022 by Mark Rushmore and Gyve Safavi, who bring over ten years of shared experience at multinational personal care and hygiene conglomerate Procter & Gamble.

Rushmore and Safavi were recently named as one of five winners of [The Times Earth Advertising Fund](#); a £1 million advertising fund for sustainability SMEs and charities that would help Times readers lead more sustainable lives. SURI is also one of 12 brands to be accepted onto [Amazon's Launchpad Sustainability Accelerator](#), which helps start-ups scale their businesses.

SURI's [Sustainable Sonic Toothbrush](#) launched in 2022 and has since won several consumer and industry accolades; being voted as The Independent's BestBuy toothbrush, winning the Marie Claire Sustainability Awards as the Best Sustainable Oral-Care Brand, being heralded and featured in publications such as Dazed, Metro, Stuff, T3, Wallpaper\* and more. The successful launch resulted in SURI's first product batch selling out within two weeks of going live.