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100% BIODEGRADABLE BOGOBRUSH HELPS DISADVANTAGED AMERICANS ACHIEVE BETTER ORAL HYGIENE

by [admin](#)



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FLARES

The goal is to provide toothbrushes to 10,000 people in need by December 31, 2012, and you can help! **Bogobrush** is a brand new, totally sustainable toothbrush developed by two **green entrepreneurs**, brother and sister team, Heather and John McDougall. Their dream is to ensure everyone has proper dental hygiene, while creating a **buy one give one** toothbrush with a much smaller environmental footprint.

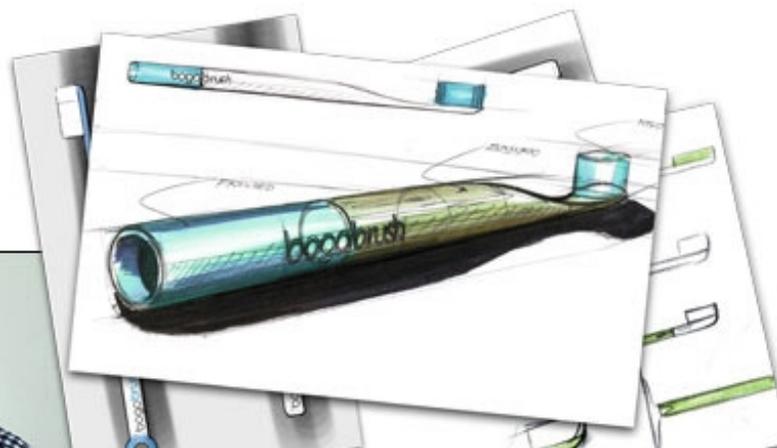
How Heather and John McDougall of Bogobrush Created a Biodegradable Toothbrush that Gives Back

Americans throw away more than 450 million toothbrushes every year, the majority of which are made from non-biodegradable materials like plastic. That's a lot of materials waste. Yet despite all of these trashed toothbrushes, 80 million people in the US go without adequate dental care every year. These two entrepreneurs want to do something about the resource waste issue while also benefitting those who cannot afford good oral health for themselves.



FROM THE VERY FIRST SKETCH

We've believed the product you use to start your day, and finish your night deserved the highest possible attention to design.



These were the goals behind Bogobrush, a new 100% biodegradable toothbrush made with a bamboo handle and bioplastic bristles. Simply throw your Bogobrush in the compost pile where they estimate the bamboo will biodegrade in a few

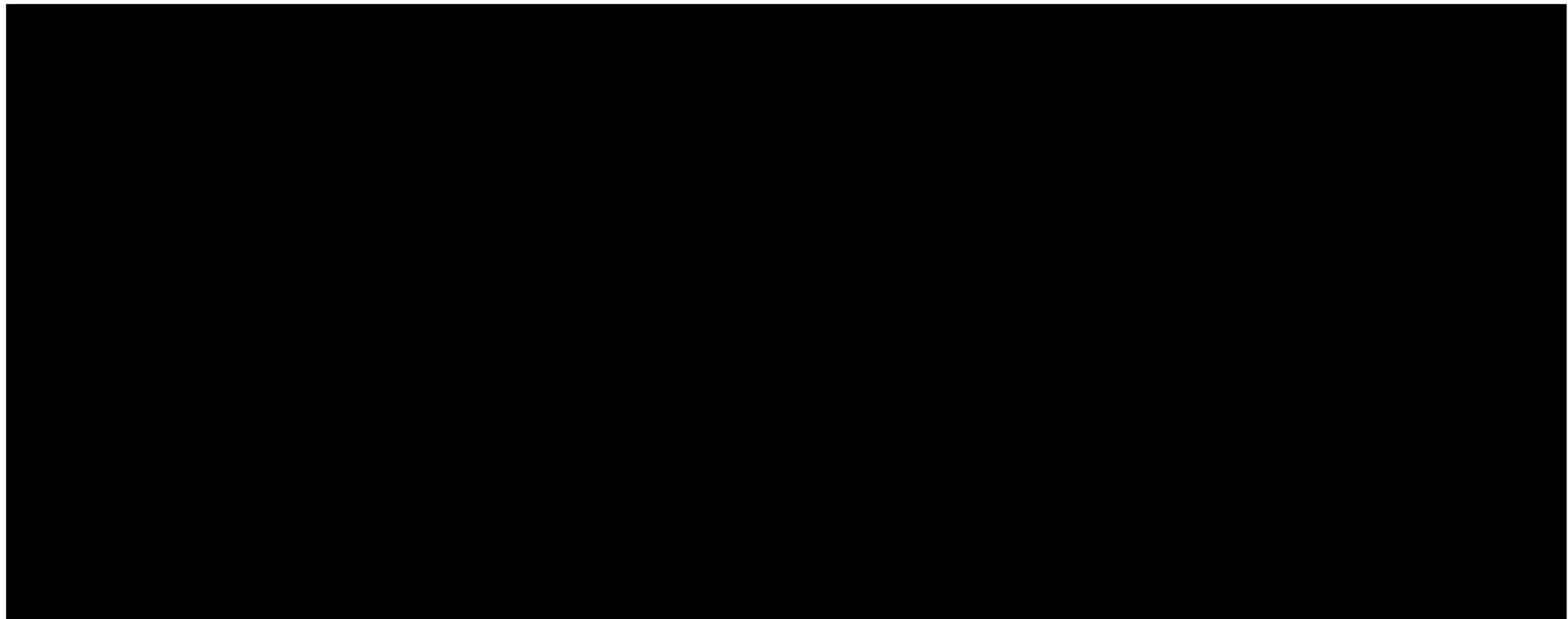


months, and the bristles in about four months. And don't worry, just because your toothbrush is made of biodegradable materials doesn't mean it'll degrade while you use it. It's designed to withstand multiple uses per day without wearing down.

Of course, with a name like Bogobrush, it's no surprise that they have developed a [buy-one-give-one program](#) to help provide free toothbrushes for those in need. The initial goal of the social enterprise is to provide 10,000 new toothbrushes to Americans who lack access to good oral hygiene. Bogobrush will be sending the donated toothbrushes to one of their giving partners for distribution.

You can get involved before December 31, 2012 to help them reach their goal by pre-ordering: \$10 gets you one toothbrush (and donates one to a person in need), whereas a year's subscription for \$40 ensures you receive one toothbrush every 3 months so you never run out (and triggers 4 toothbrushes to be donated to people in need). After this initial campaign, the toothbrushes will be available in select retail locations in the US and for order internationally online.

About this Entrepreneur for a Change



John and Heather grew up as children of two dental professionals, and so have always had a passion for good oral hygiene. Yet their educational paths took them in different directions. While John chose to focus on design, Heather chose to study law.

Yet after graduating, they got to talking and realized they wanted to do something to make the world better, and so put their collective talents to solving the environmental and cost-related toothbrush problems. Bogobrush is the result.





Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

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Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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I've built dozens of custom WordPress websites using both free and premium WordPress themes. If I were going to do it all over again, I would have built every single one on the Genesis Framework.

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Testimonials

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



ABOUT ENTREPRENEURS FOR A CHANGE

Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

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