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SMILE SQUARED BOOSTS DENTAL HEALTH FOR POOR KIDS VIA BOGO PROGRAM

by [admin](#)



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FLARES



Eco-friendly toothbrushes that also create better dental health for poor children in developing countries? Yes! [Smile Squared's BOGO program](#) provides both consumers and disadvantaged children access to toothbrushes made from sustainable materials – every toothbrush is crafted from bamboo and DuPont bristles and fully biodegradable. Every time a consumer purchases a Smile Squared child's or adult's toothbrush, another toothbrush is given away to a child in a developing country. Founded by husband and wife duo [social entrepreneurs](#), Eric and Geri Cope, the mission of this company is to improve the health of children in developing nations through better oral

hygiene.

Smile Squared: Solving Children's Health Problems in Developing Countries

In many developing nations, families are not able to afford things such as toothbrushes, making children with poor health self-conscious about smiling. Not surprisingly, these children frequently suffer from cavities, dental caries, gum diseases and weaker immune systems (which leave them prone to infections). Dental diseases are the most common diseases to afflict citizens of Third World nations. Since these diseases are, in almost every case, wholly preventable, the urgency of providing children with proper toothbrushes is obvious. In fact, in developing nations, 90% of dental decay goes untreated.

Smile Squared set out to solve this problem by creating a business that's becoming a powerful force for social change. Their BOGO program allows consumers to use eco-friendly Smile Squared bamboo toothbrushes while donating a free toothbrush to a child in a developing nation. Plus, these free toothbrushes contain no unhealthy elements such as phthalates, PVCs and BPAs. Smile Squared gives kids the confidence to smile brightly and to achieve their own potential.



For more inspiring BOGO programs, check out Mashable's ["10 Inspiring Buy One Give One Projects"](#).

About these Entrepreneurs for a Change: Eric and Geri Cope



During a trip to Guatemala, Central America, husband-and-wife team Eric and Geri Cope realized that children in this poor country had no dental care and little hope of enjoying good oral hygiene in the future. The Copes realized that these kids were more likely to become ill and to withdraw from social interactions due to the terrible condition of their teeth. To help these kids, they decided to form a company that produced planet-friendly toothbrushes.

Inspired by the success of TOM's Shoes, Eric and Geri committed to improving the dental health and overall health of children through Smile Squared. Affiliated with the [International Justice Mission](#) (which fights human trafficking and child slavery), they now add Smile Squared toothbrushes to IJM aftercare packages as well.



About Latest Posts



Admin

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

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social

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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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The image shows a Facebook post for 'Entrepreneurs For a Change'. It features a profile picture of a woman, the text 'Entrepreneurs F...' and '902 likes'. Below the post are 'Like Page' and 'Share' buttons. A message says 'Be the first of your friends to like this' with five small profile pictures of friends. The page name 'Business Changer's' and a URL 'idchanging entrepreneurs' are visible at the bottom of the post area.

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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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