

# Smiley Toothbrush Holder

## Media Kit

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# Smiley Toothbrush Holder:

The tiny low-tech product that has become a world-wide phenomenon!

*Over 35 million sold around the globe*

It doesn't have a motor, much less a computer chip. It doesn't come with wild claims that it will kill "greater than 99% of all toothbrush germs." And it certainly doesn't promise that you will be cavity-free if you use it. Yet, the Smiley Toothbrush Holder has become a global sensation – with over 35 million sales to date since 2000, mostly through word of mouth.

Why? It's simply a product that provides a complete solution to a problem that plagues people everywhere: *What do you do with your toothbrush when you're not using it?*

With the Smiley, you just pop it into a vented flip-up plastic cap that suctions to any mirror, tile or most smooth surfaces. Your toothbrush is always handy and dry. For families, there's no more mix-ups in grabbing the wrong one (as the Smiley comes in a variety of colors) or trouble keeping them separated. When you're traveling, it's one of the surest ways to keep your brush away from breeding germs in hotel rooms. And it makes hauling a toothbrush to the gym, office or school as easy as tossing it into a briefcase or backpack.

Most important, the Smiley may be the only product currently on the market that can meet every guideline for toothbrush care established by the Center for Disease Control and the American Dental Association. Among them...

- √ **Store the brush in an upright position if possible.** (ADA)
- √ **Allow the toothbrush to air-dry until used again.** (ADA)
- √ **Keep brushes separated to prevent cross-contamination. (ADA) Do not allow them to contact each other.”** (CDC)
- √ **Do not...store them in closed containers. Such conditions (a humid environment) are more conducive to bacterial growth than the open air.** (CDC)

At less than \$4 per two-pack, the Smiley is certainly the most inexpensive option for safeguarding against germs. According to the ADA, “There are several commercially available toothbrush sanitizers on the market. Although data do not demonstrate that they provide a specific health benefit...” As well, the CDC cautions: “A decision to purchase or use products for toothbrush disinfection requires careful consideration, as the scientific literature does not support this practice at the present time.”

Indeed, on the Academy for General Dentistry’s website, their spokesman, Howard S. Glazer, DDS, FAGD, says: “The easiest way to protect your toothbrush is by using a toothbrush cover. Splattering water, contact with skin, and toothbrushes knocking against one another are all circumstances that contribute to the spread of bacteria.”

### Smiley Toothbrush Holder Specs:

- The hinged, easy-open cover snaps down over the head of a toothbrush between uses. Yet the cap’s vents allow in just enough air flow for bristles to stay dry and clean. The antibacterial plastic base also provides an additional level of germ-fighting protection.
- The Smiley cap is large enough to accommodate almost every type of toothbrush on the market – including those with fat handles.
- Its amazing suction-strength can handle even power toothbrushes while staying gripped to a mirror, tile or most smooth surfaces.

- Unlike other toothbrush holders that are attached with permanent adhesive strips, the Smiley can be moved anywhere at any time. Just pull gently on the cap and its built-in silicon suction cup releases immediately.
- To clean, just wash the Smiley in soap and water.
- The Smiley comes in a variety of colors.

## The Story Behind the Smiley:

The Smiley was conceived by Korean businessman Paik Sung Jai during a trip with friends. While sharing the same bathroom, several of their toothbrushes got mixed up because of the similarity in appearance. So Paik began brainstorming a solution, which led to the unique design of the Smiley. Instead of simply inserting vents into the cap for air circulation, he designed it in the abstract shape of a face, inspired by the centuries-old significance of masks in the Korean culture.

Since its introduction in 2000, the product has been immensely popular. With almost no advertising, over 23 million Smileys have sold in Korea alone, and another 12 million throughout Europe, Asia, Eastern Europe, Australia and New Zealand.

Yet it was a lark that the Smiley even reached U.S. shores. Pacific Dry Goods' founder Brian Hudson happened to be searching through his daily avalanche of email when he spotted what looked like just another piece of spam with the words "new dental product" in the subject line. Since he's married to a dental hygienist, Hudson was curious and opened it up. "There was this nice color picture of this Smiley with a toothbrush and I said, 'Man, that's a cool product.'" He sent away for a sample and "we immediately fell in love with it."

Pacific Dry Goods – which invented and marketed the first consumer viscose products in this country – subsequently acquired the rights to distribute Smiley in North America, modified the name slightly, redesigned the packaging, then began marketing it to regional and online retailers in 2006. Through an arrangement with leading distributors, the Smiley is now available in major stores nationwide.

## Where to Purchase the Smiley:

The Smiley Toothbrush Holder comes two to a package and retails for \$2.99 - \$3.99; slightly more online.

Currently available in over 5500 stores nationwide, including: Acme Fresh Markets, Albertsons, Alpine Market, Bashas' Food City, Coborn's, Cub Foods, Food 4 Less, Foodland, Food Lion, Haggen, Hy-Vee, King Soupers, Kroger Co., No Frills Supermarkets, Piggly Wiggly, Price Chopper, Raley's, Ralph's, Remke, Rosauer's, Roth Family Markets,

Safeway, Schnucks, Scolari's, Spartan, Super K-Mart, Super Saver, Superior Super Warehouse, TidyMarts, Winn-Dixie, and Yokes. **Look for the Smiley in the oral care department (next to toothbrushes).**

Or order from these and other online retailers: Amazon.com and Magellan's.

### Sources Cited:

The Smiley Toothbrush Holder: [www.SmileyToothbrushHolder.com](http://www.SmileyToothbrushHolder.com)

Center for Disease Control guidelines:  
[http://www.cdc.gov/OralHealth/infectioncontrol/fact\\_sheet/toothbrushes.htm](http://www.cdc.gov/OralHealth/infectioncontrol/fact_sheet/toothbrushes.htm)

American Dental Association guidelines:  
<http://www.ada.org/prof/resources/positions/statements/toothbrush.asp>

Academy for General Dentistry:  
<http://www.agd.org/consumer/topics/toothbrushes/sharing.asp>

Pacific Dry Goods: [www.pacificdrygoods.com](http://www.pacificdrygoods.com)

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### For more information and JPEGs:

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# About PACIFIC DRY GOODS

Long before 'global warming' became a part of the American vernacular, 25-year-old Brian Hudson became one of the first entrepreneurs to build a thriving business around biodegradable, 100% ecologically-sensitive products for the consumer market.

After discovering the unique qualities of viscose fabric at a street fair in 1980, Hudson decided to create the first mainstream super-absorbent, quick-drying towel that was not only reusable, but got better with age the more you washed it. To source the raw material, he personally traveled through Europe, "bouncing from factory to factory" until he found the manufacturer that continues to serve as his supplier, 27 years later.

Hudson's first product, in 1982, was the private label Arena SwimTowel, sold in swim shops and sporting goods stores around the country. A year later, he introduced the now-famous PackTowel at the 1983 Outdoor Retailer Summer Market. It not only became an overnight sensation with hikers and retailers, but was the first to establish a whole new category of backpacking accessories. A decade later, the PackTowel was acquired by Cascade Designs, and Hudson spent the next five years as a consultant to a multi-media entertainment company.

In 1998, he invited his old friend, Phil Brown – the former head of retail for Sierra Designs and sales for Outbound – to join him. After debuting the BilgeSponge ("the first machine-washable sponge") and the TravelTowel, the two decided to take their ecological consciousness to the rapidly-expanding housewares market by developing the Chef Towel, the PubTowel and the SuperSponge. The timing was right; consumers were looking for alternatives to wasteful disposable products and petrochemical wipes that were clogging landfills everywhere. Picked up by such forward-thinking gourmet and grocery retailers as Sur La Table, Whole Foods, and as a private label for other major chains, the ChefTowel became the equivalent of the PackTowel for home chefs – with almost two millions sales to date.

Today, Pacific Dry Goods produces 20 different brands of eco-friendly viscose-based towels and sponges for the home, outdoors, personal sports and travel markets. Among them are such other bestsellers as the Wippity Wipes, SuperSponges, EcoTowel, and EcoSponge.

Now their products can be found in more than 5500 retail outlets nationwide – including Acme Fresh Markets, Albertsons, Alpine Market, Bashas' Food City, Coborn's, Cub Foods, Food 4 Less, Foodland, Food Lion, Haggen, Hy-Vee, King Soupers, Kroger Co., Meijers, No Frills Supermarkets, Piggly Wiggly,

Price Chopper, Raley's, Ralph's, Remke, Rosauer's, Roth Family Markets, Safeway, Schnucks, Scolari's, Spartan, Super K-Mart, Super Saver, Superior Super Warehouse, TidyMarts, Winn-Dixie, and Yokes.

Meanwhile, Hudson discovered their latest product hit – the Smiley Toothbrush Holder – while searching through his daily avalanche of email. He spotted what looked like just another piece of spam with the words “new dental product” in the subject line. Since he's married to a dental hygienist, Hudson was curious and opened it up. “There was this nice color picture of this Smiley with a toothbrush and I said, ‘Wow, that's a cool product.’” He sent away for a sample and “we immediately fell in love with it and, after a crash course in Korean business etiquette, I was off to Seoul.” Pacific Dry Goods subsequently acquired the rights to distribute the Smiley Toothbrush Holder in North America, modified the name slightly, redesigned the packaging, then began marketing it to regional and online retailers in 2006.

To mark the 25<sup>th</sup> anniversary of the debut of the original PackTowl, the company recently released the new EcoTowl and EcoSponge series – endorsed by the Save The Earth Foundation. They will soon be joined by the innovative new EcoTowl-Bamboo, made from 82% bamboo and 18% corn fibers.

Pacific Dry Goods donates 5% of its towel sales to the Save the Earth Foundation. Founded in the early 1970s, the non-profit organization was among the first to predict the current global warming crisis. As a result, it's dedicated to raising public consciousness by funding environmentally beneficial programs within our institutions of higher education. For more information, visit **[www.savetheearth.org](http://www.savetheearth.org)**.

From the day, almost three decades ago, when the Contra Costa Chapter of the Association for Retarded Citizens cut and assembled Hudson's first towel, he has continued to use their services for the production of the majority of his products. Established in 1965, the non-profit organization operates a unique assembly, packaging and direct mail business that provides employment for 250 adults with developmental disabilities. For more information, visit **[www.contracostaarc.com](http://www.contracostaarc.com)**.

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