

CHA-CHAtto!

Toothbrush

The Next Generation of Manual Oral Care

Premium Oral Care for Global Retail Markets



5,000+ Ultra-Fine Bristles



40mm Long Head



Superior Hygiene

Modern Design

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CHA-CHAtto!



Why CHA-CHAtto! The Perfect Blend

High-Density Bristles

5,000+ ultra-fine PBT bristles for deep cleaning and gum health

40mm Long Head

Efficiently cleans 5-6 teeth at once, saving time for busy consumers

Superior Hygiene

Quick-drying PBT material ensures excellent hygiene and durability

Modern Aesthetics

Function meets beauty with sleek, minimalist design

Market Fit

Aligns with growing demand for specialized manual brushes

40mm
LONG HEAD BRUSH



**TAPERED
BRISTLES**

**HIGH-DENSITY
HEAD BRUSH**

**Approx, 5000
bristles**

Scrapes out dirt
from periodontal
pockets

**40MM LONG
HEAD BRUSH**

Performance: 5,000+ Ultra-Fine Bristles

CHA·CHAtto! delivers superior cleaning performance with 5,000 ultra-fine tapered bristles designed to reach deep into periodontal pockets while efficiently brushing 5-6 teeth at once.

CHA·CHAtto! Toothbrush Features

General
Toothbrush



CHA·CHAtto!

5-6 teeth
can-be brushed
at once!



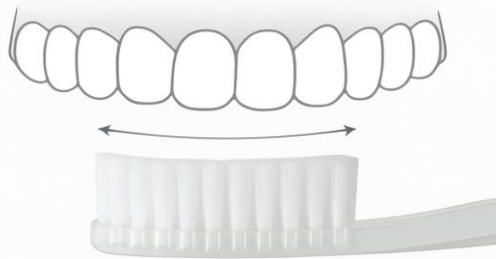
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THOROUGH CLEANING WITH HIGH-DENSITY BRISTLES

Tapered bristles,scrape out dirt from
periodontal pockets. Provides a
gentle brushing experience.

40mm Long Head: Efficiency Redefined

Catches 4-5 teeth at once
Gently fits teeth and gums



Faster & More Efficient

Covers more teeth with every stroke—faster and more efficient brushing.

Reduces brushing time by up to 50% compared to standard brushes

Comprehensive Coverage

Thorough cleaning for hard-to-reach molars and wider surfaces.

Reaches areas standard brushes miss, ensuring complete oral hygiene

Optimal Performance

Reduces brushing time while maximizing cleaning power and comfort.

Delivers clinical effectiveness without compromising user comfort

**Thorough cleaning
with 5,000 ultra-
fine bristles.**



Key Performance Metrics

Tapered Design

Periodontal Care

Ultra-fine tapered bristles penetrate deep into periodontal pockets where standard brushes cannot reach

Targeted Cleaning

Precisely scrapes out hidden dirt and plaque buildup along the gum line

Clinical Benefit

Reduces gum inflammation and promotes better long-term oral health

40mm Head

Efficiency Gain

Wide head design covers 5-6 teeth per brushing motion versus 2-3 with standard brushes

Time Saving

Reduces brushing time by up to 50% while maintaining thorough cleaning effectiveness

Consumer Appeal

Perfect for busy professionals and those seeking quick, effective oral care solutions

Gentle Care

Comfort Priority

Soft, flexible bristles provide comfortable brushing experience without gum irritation

Effective Performance

High bristle density compensates for softness, delivering superior cleaning power

User Satisfaction

Combines clinical effectiveness with pleasant user experience for daily use

Hygiene & Durability

PBT Material Advantage

Superior Material

PBT (Polybutylene Terephthalate) offers high shape recovery rate and elasticity

Quick-Drying

Good drainage and rapid drying properties keep brush hygienic and fresh

Residue Prevention

Less likely to accumulate residue compared to standard nylon brushes

Long-Lasting Performance

Durable construction ensures consistent performance over extended use

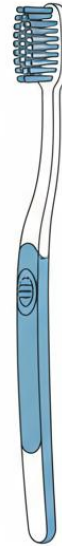
HYGIENIC MORE THAN LASTING

PBT material has high water repellency for a clean design.



Hygiene & Durability PBT Material Advantage

SUPERIOR HYGIENE AND DURABILITY



TYPICAL TOOTHBRUSH

- Nylon Bristles
- Holds Bacteria
- Wears Out Quickly
- Less Effective Cleaning



CHA-CHA TTO TOOTHBRUSH

- Nano-Silver Infused Bristles
- Reduces Bacteria Growth
- Long-Lasting & Resilient
- Deep & Gentle Cleaning

2025 Market Trends:

Specialized Manual Care

Focus on Specialization

Consumers moving beyond basic brushes to specialized manual options for targeted oral health issues like periodontal care and sensitivity.

Aesthetic Appeal

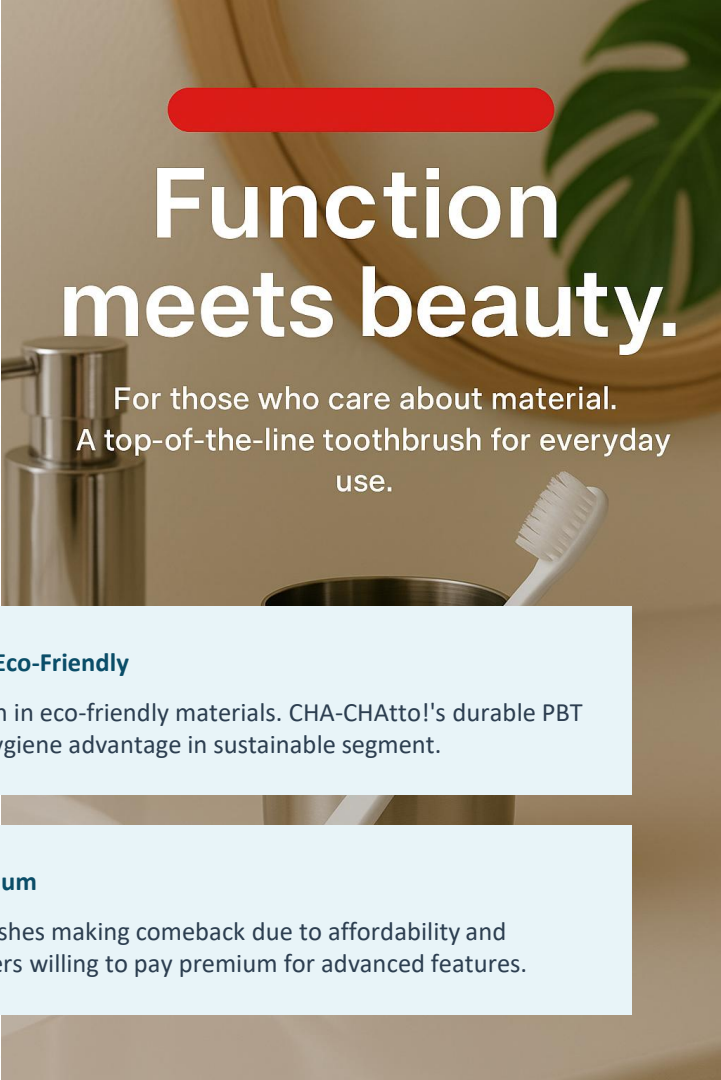
Demand for toothbrushes blending function with modern, minimalist design. Function meets beauty trend gaining momentum.

Sustainability & Eco-Friendly

Significant growth in eco-friendly materials. CHA-CHAtto!'s durable PBT material offers hygiene advantage in sustainable segment.

Affordable Premium

Manual toothbrushes making comeback due to affordability and control. Consumers willing to pay premium for advanced features.



Function meets beauty.

For those who care about material.
A top-of-the-line toothbrush for everyday
use.

2026 Outlook: The Future of Oral Care

Smart Integration

Continued growth in **AI and IoT-enabled toothbrushes** creates a clear market space for **high-quality, non-electronic alternatives** like CHA-CHAtto!

Advanced Materials

Further innovation in **bristle and handle materials** focusing on both performance and environmental impact, positioning premium manual brushes as sustainable leaders.

Personalized Care

Products catering to **specific user needs** such as gum care, whitening, and quick-brushing solutions. CHA-CHAtto!'s 40mm head addresses the **quick-brushing need** perfectly.

Retail Strategy

Manual brushes will continue to **thrive in affordable, specialized, and eco-conscious segments** of major retail channels, offering consistent growth opportunities.

Retail Opportunity Partner with Us

Unique Selling Proposition

Premium specialized manual toothbrush delivering superior cleaning efficiency and hygiene

Target Consumer

Busy professionals and health-conscious individuals seeking premium oral care alternatives

Retail Placement

Ideal for premium oral care sections, positioned as high-performance alternative to electric brushes

Let's Discuss Partnership

Bring CHA-CHAtto! to your retail channels and unlock the specialized manual market opportunity.



Product Specification



OKUCHI CHACHAtto

Body size	W13×H185×D15mm
material	Polypropylene/PBT (Polybutylene terephthalate)
Country of origin	South Korea
Age range	15 years or older
Usage notes	● After use, drain the water thoroughly before storing. We recommend replacing the bristles when they become loose. ● This product is designed for adults. If used by children, it may not provide sufficient cleaning effect or may cause oral injury.