



Meath couple changing the world one handle at a time

3.5 billion plastic toothbrushes are sold annually across the planet. Each takes a minimum of 450 years to biodegrade with the vast majority ending up in our oceans and landfill. Niamh McGill and Joe Finnegan of [bambooth](#) are here to change that!

bambooth, the bamboo biodegradable toothbrush, is the first and only bamboo toothbrush approved by the Oral Health Foundation's independent panel of dental experts. Smile knowing you've made a good choice for both your teeth and the planet.

Joe says: "We believe we need to protect the awesome beauty of our natural world so that it can continue to sustain, nurture and inspire us. You should be able to choose an earth-friendly sustainable toothbrush without having to sacrifice on performance and style. By making small changes like this together we can have a huge impact."

The brush

bambooth are environmentally friendly and thoughtfully designed with no sacrifice on performance or style. Plus bambooth have a kid's version too – the bambino!

- Oral Health Foundation approved
- 100% Biodegradable bamboo handle
- Slimline contoured neck and head for comfort
- Multi length BPA-free nylon bristles

- Vibrant colours that represent nature
- Fully recyclable carrier tube

What's new

Subscription

bambooth now offers a subscription option. Subscribe to a bambooth plan and receive a new brush every 2-3 months. Simply pick your favourite colour, preferred bristle type and choose your frequency. Every 2, 3, 4 months – whatever works for you and your teeth and your family's pearly whites. Adjust, edit or cancel your bamboo toothbrush subscription easily with just a few clicks. Shop the extensive range of bamboo toothbrushes online and become a [#bambassador](#) today.

Personalised range

bambooth have now introduced a personalised handle so get your name or word of your choice on your brush. Add up to 8 characters. This is available exclusively online at <https://bambooth.com/>

The background

bambooth was created in 2018 by outdoor enthusiasts Niamh Mc Gill and Joe Finnegan from Co Meath – Niamh is a vet, conservationist-in-training and explorer, while Joe dubs himself a wannabe surfer, and weekend woodworker.

It seemed everywhere Niamh and Joe looked on TV (David Attenborough's Blue Planet II, BBC's documentary 'Plastic Planet' and Sky News broadcast of Dirty Secret) and on social media they saw images of plastic pollution destroying the natural world – it was time to make a change.

Niamh says: "Realisations happen in the strangest of places and in my case it was in the bathroom while brushing my teeth – the handle that I was holding didn't have to be plastic! Just a few days later the first 'bambooth' had been hand-carved by Joe (who is an exceptionally good wood-worker!) and we were on our way to starting a new kind of adventure."

Conservation efforts

Niamh and Joe want to promote sustainability and habitat restoration. bambooth comes in four vibrant colours, each named after a type of ecosystem: Coral, Forest, Marine and Ocean and

each colour supports a different partnered conservation charity. 10c per bambooth sold is donated to its linked charity.

- Forest Green: Linked with the **Jane Goodall Institute** which is a groundbreaking and globally renowned charity which helps local people take charge of the conservation and development of their own communities.
- Sea Blue: Linked with the ocean conservation effort **Plastic Oceans UK** whose mission is to stop plastic reaching the oceans within a generation.
- Coral Pink: Linked with the **Coral Reef Alliance** who are a global conservation effort aimed at improving coral reef health and resilience.
- Aqua Marine: Linked with **The Marine Conservation Society** which is the UK's leading marine charity, working to ensure the seas are healthy, pollution free and protected.

Joe adds: "We believe in protecting the awesome beauty of the natural world which is why bambooth is certified as good for you and good for the planet. We are the only bamboo toothbrush which is certified by both the Forest Stewardship Council (FSC) and Oral Health Foundation, meaning no sacrifice for your teeth and a brighter future for the health of our planet."

Notes to editor

- bambooth Co-Founders Niamh Mc Gill and Joe Finnegan are from Ashbourne, Co Meath
- bambooth is certified by Forest Stewardship Council (FSC)
- bambooth is certified by Oral Health Foundation
- bambooth is a registered trademark of Bambooth Ltd.
- bambooth's handle is a registered Design Patent of Bambooth Ltd.
- Shop bambooth online <https://bambooth.com/>
- bambooth is stocked in independent retailers nationwide including reuzi, Green Outlook, Meaghers Pharmacies, Meadows and Byrne, Avoca and more.
- <https://www.facebook.com/bamboothHQ>
- <https://www.instagram.com/bamboothhq/>
- Pricing: bambooth adult brush €4.99, bambino brush €4.99, multipack of 4 adult brushes €17.99, family pack of 2 adult 2 bambino €17.96