

GOODWELL
& company

Hi.

PATRICK FROM THE GOODWELL COMPANY HERE, THANKS FOR TAKING THE TIME TO REVIEW OUR PRODUCT. BEFORE YOU START, WE WANTED TO GIVE YOU A LITTLE BACKGROUND INFORMATION TO HELP YOU NAVIGATE THE PRODUCTS.

THIS IS NOT YOUR TYPICAL TOOTHBRUSH, THE CONTENTS ARE INTENDED TO BE THE LAST ORAL CARE KIT YOU WILL EVER NEED. IT'S BUILT TO BE UPGRADED, IMPROVED UPON AND AN ASSET TO YOUR ROUTINE FROM NOW ON.

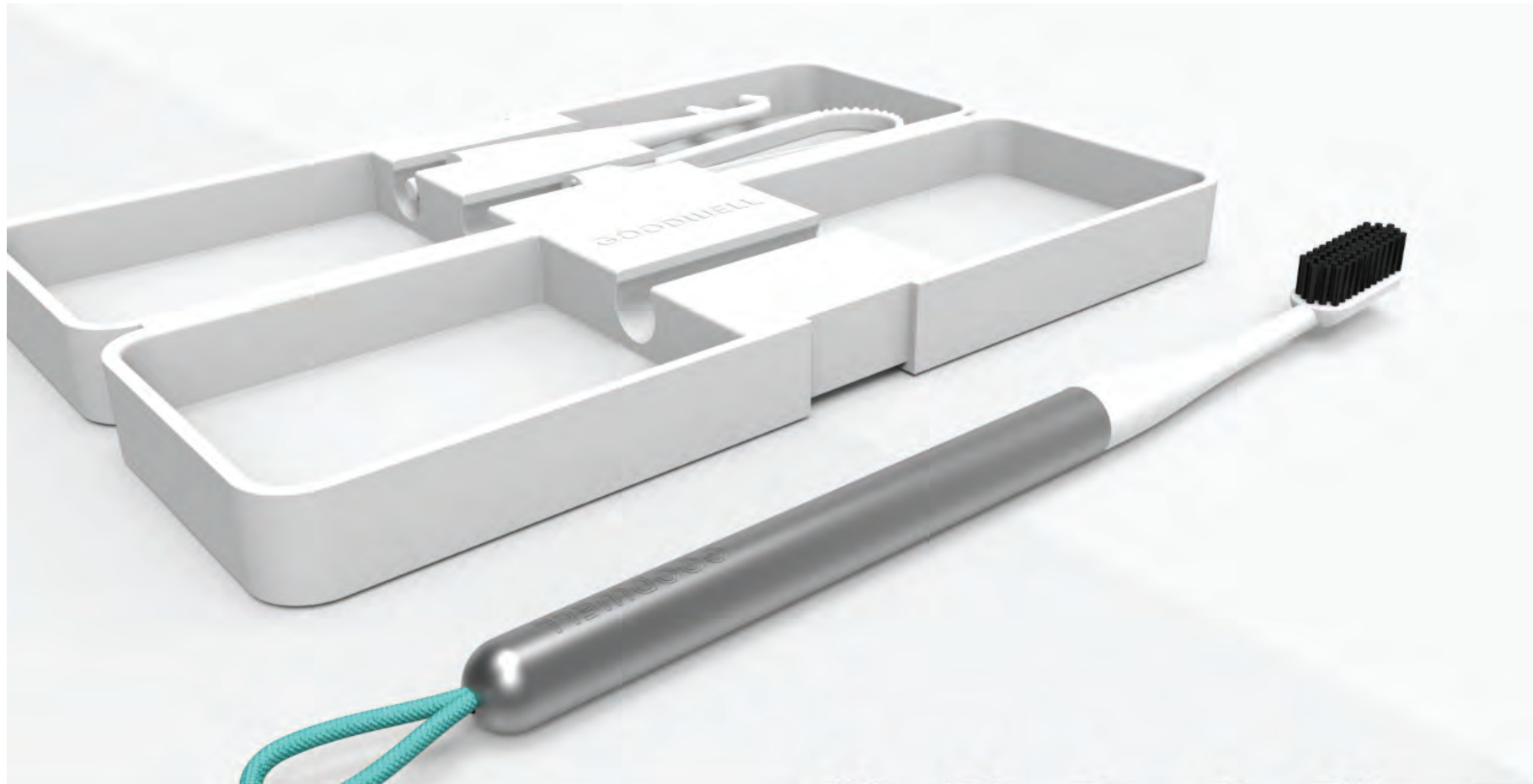
WE MANUFACTURED OUR PRODUCTS LOCALLY (PORTLAND, OREGON) AND OUT OF THE HIGHEST GRADE MATERIALS THAT WE COULD FIND. YES, IT COSTS MORE THAN ANY MANUAL TOOTHBRUSH YOU OWN, BUT TRUST ME IT'S WORTH EVERY PENNY. THE ALUMINUM IS MEDICAL GRADE WITH 2 HARD ANODIZATIONS, THE ATTACHMENT PARTS ARE MADE OF ORGANIC BAMBOO COMPOSITE, AS SOON AS YOU SEE SOME DETERIORATION, SIMPLY THROW THEM IN THE TRASH OR COMPOST THEM IN YOUR GARDEN. WE OFFER A SUBSCRIPTION SERVICE OF OUR ATTACHMENT HEADS, SO YOU WILL NEVER HAVE TO REMEMBER TO BUY A NEW TOOTHBRUSH, FLOSSER OR TONGUE SCRAPER AGAIN.

OUR TOOTHBRUSH HAS THE OPTION OF AN INTERNAL TRACKING DEVICE, SO YOU CAN GATHER YOUR ORAL HYGIENE DATA (OR YOUR KID'S DATA MORE IMPORTANTLY) AND SHARE THEM WITH OTHERS OR WITH YOUR DENTIST. WE WILL SOON BE INTEGRATING OUR DATA INTO THE APPLE HEALTH ECOSYSTEM SO YOU CAN SEAMLESSLY OBSERVE YOUR ACTIVITIES FROM YOUR PHONE.

IF YOU HAVE ANY OTHER QUESTIONS DON'T HESITATE TO REACH OUT TO US - PATRICK@THEGOODWELLCOMPANY.COM.

CHEERS,
PATRICK TRIATO

A handwritten signature in black ink, appearing to read 'Patrick Triato', written in a cursive style.



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AT THE GOODWELL COMPANY, WE ARE DESIGNING THE MODERN ORAL TOOLKIT TO FIT YOUR LIFE.

A TOOTHBRUSH THAT LASTS, LOOKS GREAT, AND CAN BE AN ASSET TO YOUR EVERYDAY ROUTINE.

AND THAT IS JUST THE BEGINNING.

CONTENTS.



H

CONTENTS.

A **GOODWELL UNIVERSAL HANDLE**
MADE OF MEDICAL GRADE ALUMINUM, THIS PART IS GUARANTEED FOR LIFE. THE GOODWELL HANDLE IS THE FOUNDATION OF OUR SYSTEM AND COME IN 3 OPTIONAL FINISHES - NATURAL, BLACK, AND GOLD (BLACK AND GOLD ARE PLATINUM OPTION).

B **GOODWELL HANDLE CAP**
MADE OF MEDICAL GRADE ALUMINUM, THIS PART IS GUARANTEED FOR LIFE. THE CAP SEALS THE INTERNAL STORAGE SPACE INSIDE YOUR GOODWELL HANDLE AND SHOULD BE CLOSED TIGHTLY.

C **COLOR CORD**
MADE OF BRAIDED NYLON THIS CORD IS NOT ONLY A WAY TO HANG YOUR TOOL BUT ALSO A WAY TO DISTINGUISH YOUR GOODWELL FROM OTHERS WITH THE COLOR OPTIONS AVAILABLE.

D **FLOSSER ATTACHMENT**
MADE OF POLISHED BAMBOO COMPOSITE THIS PART IS 100% BIODEGRADABLE AND COMPOSTABLE. THE FLOSSER IS EASY TO THREAD AND HAS A PATENT PENDING FLOSS-LOCKING ANCHOR SYSTEM.

E **TOOTHBRUSH ATTACHMENT**
MADE OF POLISHED BAMBOO COMPOSITE THIS PART IS 100% BIODEGRADABLE AND COMPOSTABLE. THE BRISTLES ARE MADE OF BINCHOTAN FIBER WHICH HELP DEFLECT NEGATIVE IONS, HAVE A POWERFUL DEODORIZING EFFECT, REMOVE PLAQUE AND ATTACK THE CAUSES OF BAD BREATH.

F **TONGUE SCRAPER**
MADE OF POLISHED BAMBOO COMPOSITE THIS PART IS 100% BIODEGRADABLE AND COMPOSTABLE. SCRAPING YOUR TONGUE IS A VERY IMPORTANT INGREDIENT TO INCLUDE IN YOUR DAILY ROUTINE AND WE WANT TO MAKE IT EASY FOR YOU TO REMEMBER !

G **GOODWELL DATA TRACKER**
WANT TO TRACK YOUR ORAL HYGIENE HABITS ? TRACK A LOVED ONES HABITS ? GAMIFY YOUR ORAL ROUTINE ? PROGRAM YOUR OWN ALGORITHM ? ALL OF THESE ARE POSSIBLE WITH OUR OPEN SOURCE PLATFORM.

H **GOODWELL CASE**
MADE OF MEDICAL GRADE SILICONE, THIS RUGGED CASE IS MEANT TO BE CARRIED WITH YOU EVERYWHERE YOU GO. 100% WASHABLE AND ANTI-BACTERIAL THIS CASE IS READY TO BE AN ASSET TO YOUR ROUTINE.

WHAT MAKES GOODWELL UNIQUE ?

1. IT'S A PREMIUM TOOTHBRUSH, FLOSSER, AND TONGUE SCRAPER - ALL IN ONE!
2. IT'S MADE WITH MEDICAL GRADE ALUMINUM, POLISHED BAMBOO COMPOSITE, CHARCOAL BRISTLES MADE FROM BINCHOTAN - A FIBER HELPS TO DEFLECT NEGATIVE IONS, HAS A POWERFUL DEODORIZING EFFECT, REMOVES PLAQUE AND ATTACKS THE CAUSES OF BAD BREATH. IT ALSO HELPS TO PREVENT HARMFUL BACTERIA AND VIRUSES FROM GROWING IN THE BRUSH BRISTLES.
3. A SUBSCRIPTION TO OUR PREMIUM DELIVERY SERVICE. EACH MONTH WE WILL SEND YOU A NEW ATTACHMENT FOR YOUR KIT, ALONG WITH ANOTHER PRODUCT FROM ONE OF OUR ROTATING COLLABORATORS.
4. IT ALSO COMES WITH A WASHABLE, ROBUST CARRY CASE SO YOU CAN TAKE YOUR KIT EVERYWHERE YOU GO.
5. OPEN SOURCE CAD - WE ARE RELEASING THE CAD DATA FOR THE PROPRIETARY ATTACHMENT TO OUR USERS. THIS MEANS THAT GOODWELL USERS WILL HAVE FREE REIGN TO DESIGN AND DEVELOP THEIR OWN ATTACHMENT PARTS AND SHARE THEIR IDEAS WITH US AND OUR COMMUNITY.
6. WE'VE ALSO DESIGNED AN OPEN-SOURCE DATA TRACKER TO TRACK YOUR ORAL ACTIVITIES. IF YOU LOVE TO GATHER DATA, PROGRAM, OR ENGINEER APPLICATIONS THIS OPTION IS FOR YOU!
7. AND LASTLY IT COMES WITH A LIFE OF THE PRODUCT GUARANTEE, WE WANT THIS TO BE THE LAST TOOTHBRUSH THAT YOU WILL EVER NEED.

THE GOODWELL COMPANY
OPEN SOURCE ORAL TOOLKIT
NOW FUNDING ON CROWD SUPPLY
WWW.CROWDSUPPLY.COM/GOODWELL/TOOTHBRUSH

PRESS CONTACT :
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FOR CROWD SUPPLY AND GOODWELL
DOMINGO COMMUNICATIONS
MARIE@MARIEDOMINGO.COM
(650) 888-5642

CAMPAIGN DETAILS.

WWW.CROWDSUPPLY.COM

PLEDGE OFFERINGS

\$69 JUST THE BRUSH

\$89 PREMIUM KIT

\$99 PLATINUM KIT

\$149 HACKER PREMIUM KIT

\$159 HACKER PLATINUM KIT

\$178 COUPLES PACK PREMIUM KITS

\$198 COUPLES PACK PLATINUM KITS

\$356 FAMILY PACK PREMIUM KITS

*12 - MONTH SUBSCRIPTION OPTION AVAILABLE FOR ALL PLEDGE AMOUNTS FOR \$79.

CAMPAIGN FUNDING GOAL - \$12,500

AVAILABLE ONLY ON CROWD SUPPLY LAUNCHING OCTOBER, 21ST 2014



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THANK YOU !