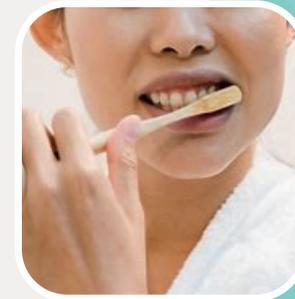


Happier[®]

Clean Teeth. Clean Conscience





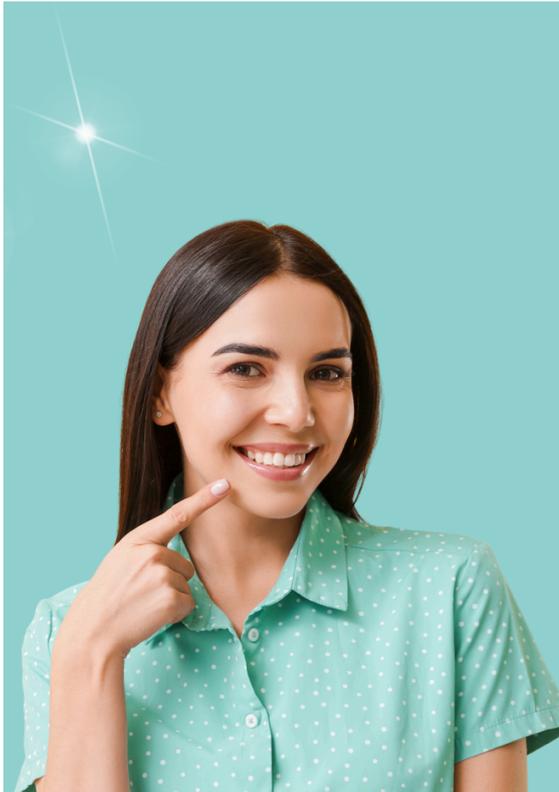
Happier Beauty

We're on a mission to reduce the 1.5bn plastic toothpaste tubes sent to landfill each year, and replace artificial chemicals with natural ingredients.

We're so happy that you're interested to join us.

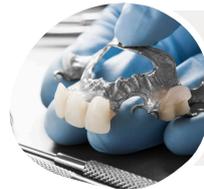
And here is why...

Modern consumers' expectations are not being met by current offerings in dental



Not sustainable
1.5 BILLION plastic toothpaste
tubes landfilled every year!

Opaque ingredients
Petrochems, antibacterials,
artificial colours, flavours &
sweeteners



Commodity product
Discount driven, not
aspirational, uninspiring
packaging



Happier Beauty oral care solves this...

- Infinitely recyclable & beautifully designed alu toothpaste tubes
- No artificial colours, flavours, SLS, triclosan, petrochems or parabens
- Certified 100% vegan & cruelty free
- Proudly made locally in the UK/EU



...with premium better-for-you natural ingredients



Coconut for gentle foaming and cleaning

Vitamin E for gum health

Hydroxyapatite to strengthen tooth enamel*

Natural whitening: Scientifically proven up to 4 shades whiter**

Natural mint for fresh flavour

HAPPIER BEAUTY: A LEADING SUSTAINABLE ORAL HEALTH BRAND

*Hydroxyapatite is the natural mineral used by our bodies to make our teeth. It is highly biocompatible with us and the planet **Up to 4 VITA bleachguide shades whiter with normal usage twice daily for 4 weeks

Our mission spans across the range of dental healthcare...



Available and upcoming in Happier's range includes:

- Natural freshmint toothpaste
- Bamboo toothbrushes with plastic free bristles
- Stainless Steel Tongue Cleaner
- Biodegradable eco-dental floss
- Travel/hospitality size dental kits and accessories

...and caters for the industries and channels that need us the most



Our scope of customers include:

- Individual conscious consumers
- Hotels and Hospitality Industry
- Aviation and Travel
- Bricks and Mortar Retail
- Corporate Gifting

Happier Beauty is loved by journalists and has featured in Vogue, Stylist and many others

THE  TIMES

The  INDEPENDENT

The Telegraph

Daily  Mail

MailOnline



VOGUE
GLAMOUR
STYLIST
YOU
MAGAZINE

Happier Beauty is also loved by our customers who've given us 5 star reviews...



Clare H. ✓

★★★★★

I LOVE this toothpaste. My teeth look lovely and white, the taste is great. My mouth feels nice after I've used it- not that rather sore blitzed feel I get after regular chemical toothpaste. AND of course the tube is easily recyclable . What's not to love

Andy H. ✓

★★★★★

Recommended by my dentist as it contains all the right ingredients. Initially bought to avoid plastics, but also very easy to use, delivering the right amount of toothpaste easily.

Cat K. ✓

★★★★★

I cannot praise this toothpaste highly enough! Have tried sooooo many toothpaste alternatives to cut back on plastics etc but my search ends here! Awesome, awesome product and insanely good customer service! Truly Happier x

Alex D. ✓

★★★★★

We love Happier, not least because it's as powerful as normal toothpaste but without the plastic!

Kay M. ✓

★★★★★

Fabulous product! A "prop toothpaste that leaves you mouth clean and fresh and your morals and ethics intact too.

Vicki M. ✓

★★★★★

Tried a one off purchase to see what this was like and both myself and my husband love it. I have sensitive teeth and it's hard to find toothpaste that caters to sensitive teeth but this does. Will get a subscription soon!

...and industry experts recognise us as trailblazers in our field

Practice
Clinical Director



Dr. Brandon Tiller
Dentistry



GOLD WINNER
HAPPIER BEAUTY
REMNERALISING FRESH
MINT TOOTHPASTE

Dr Raj Juneja

"Great packaging and branding. Brand colours are clear. Great taste and after effect of the product after use. Does not make the mouth feeling gritty and effective adjunct to brushing"



NHS Senior Dentist

"My Husband and I love your toothpaste! I'd love to help you get into our practices"



Product Details: Happier Fresh Mint Toothpaste 75ml/20ml

Product Details

Global Green Beauty Awards GOLD Winner 2023
Health and Wellbeing Awards Highly Commended 2023
Award winning hydroxyapatite toothpaste, made with premium natural ingredients and housed in an endlessly recyclable aluminium tube. Helps to whiten, remineralise enamel and reduce sensitivity all in one. Scientifically proven to whiten teeth by up to 4 shades after 4 weeks of daily use.

Dimensions:

75ml: 4.5cm x 3.5cm x 15cm

25ml: 3cm x 4cm x 13cm

Product Details: Happier Biodegradable Silk Floss

Product Details

30m Plastic free biodegradable silk floss, housed in a glass bottle with aluminium cap. Coated with candelilla wax for smooth gliding between teeth and lightly flavoured with mint for fresher breath.

Dimensions:

One Size: 2.3cm x 2.3cm x 5.5cm



Product Details: Happier Plastic Free Bamboo Toothbrush

Product Details

Adult size toothbrush with ergonomic handle made from responsibly sourced bamboo. Medium bristles made from castor oil (as opposed to Nylon plastic alternatives)

Dimensions:

One Size: 2.5cm x 1.5cm x 19.5cm



Product Details: Happier Stainless Steel Tongue Scraper

Product Details

Adult Size stainless steel tongue cleaner with ergonomic handle. Combats bad breath and promotes healthy oral hygiene.

Dimensions:

One Size: 2.5cm x 1cm x 15cm



Product Details: Happier RPET Cosmetic Travel Bag

Product Details

Cosmetic travel washbag made from cotton and RPET (recycled plastic), finding a second use for plastics in our ecosystem. Gold zip closure.

Dimensions:

One Size: 9cm x 15cm x 24.5cm





About us:

- Regionality Group of Companies is a global conglomerate that was born in Dubai in 2016 and began as a distribution company for the Middle East markets in the field of industrial machinery.
- The founder, Basim Anwer, established Regionality as part of a portfolio of companies. The Middle East and the UAE have been focal points for trade in a region that is now covering more than 2 billion consumers, using a hub mentality and facilitating cross-border sales and transactions to keep pace with rising demand in the region.
- Today, Regionality has grown into 9 locations worldwide, with more than 10 brands under its representation and access to 22 countries.
- We are stakeholders in innovative projects that champion sustainable practices, drive technological advancements, and deliver practical solutions: our project, Hakkawise, is a platform dedicated to revitalizing and scaling sustainable consumer brands.



Project Development



Product Distribution



Global Logistics



Agency Management



Technology Solutions

Thank you



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Clean Teeth. Clean Conscience

