

THIS
TOOTHBRUSH

www.thisisatoothbrush.com

Wholesale Buyer Kit

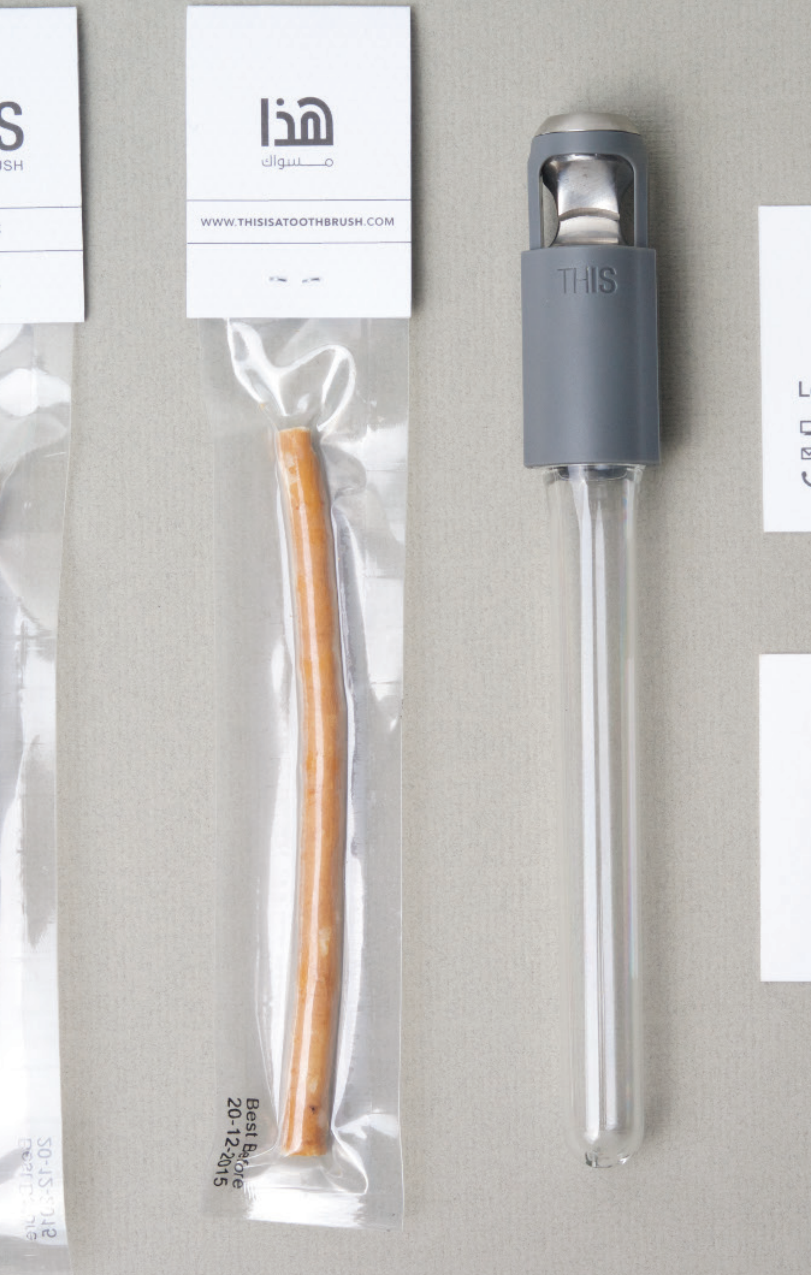
Miswak products & accessories

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THE BRAND

THIS Toothbrush is a modern brand for an ancient, natural toothbrush called the miswak.

Through cutting edge design and storytelling, THIS aims to revive and repackage the Miswak for the 21st century.

After a successful crowdfunding campaign in 2013, THIS Toothbrush moved its operations from New York to Dubai to launch in the Middle East.

THIS Toothbrush has been featured in:

GIZMODO

KHALEEJ *esque*



Oasis Magazine



wamda



core77
design magazine & resource

the **dieline**



THE MISWAK

The miswak is the oldest toothbrush and has been used for centuries, mainly in Islamic cultures.

Our miswak is hand-picked, custom-cut and vacuum-sealed to maintain freshness and flavor.

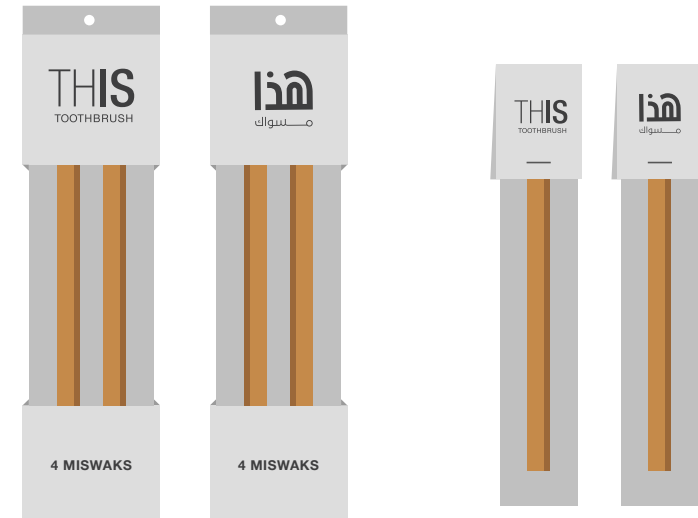
Our miswak comes from the *Salvadora Persica* (Arak) tree, known for its natural medicinal properties that clean and whiten teeth, as well as fight plaque.

PRODUCT OFFERINGS

1. Miswak products

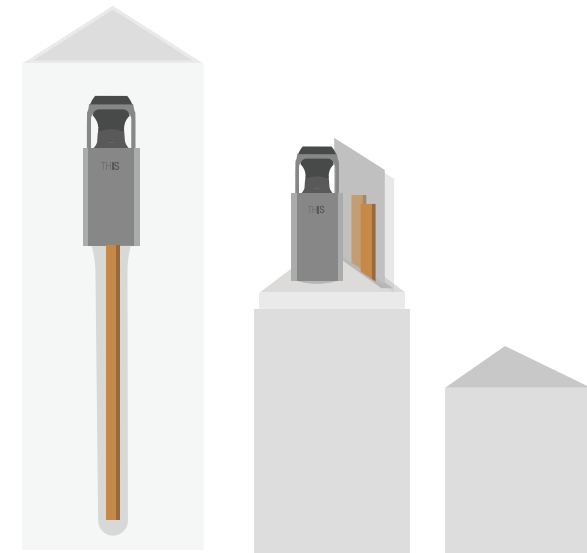
Our miswak products are of premium quality, vacuum-sealed for freshness, and packaged for the modern consumer.

- Refill Packs (coming soon)
- Single Miswaks
- 4-Pack Occasion Gift Sets



2. Miswak Accessories

The Cutter Case is a state-of-the-art portable storage case and cutter that helps customers carry, cut and peel the miswak on the go.





MISWAK PRODUCTS

SINGLE MISWAK PACKAGE



SIDE 1

SIDE 2

PRODUCT DESCRIPTION

Our signature miswak, perfect for first-time users or as a gift or souvenir.

Includes

- 1 vacuum-sealed miswak
- Bilinugal tag (English + Arabic)

Pricing (per unit)

Wholesale: 4.5 AED
MSRP: 9 AED

SKU

MSWK-NTRL-01

Flavors

Natural
Mint (COMING SOON)
Lime (COMING SOON)

Dimensions

Length: 18 cm
Width: 4 cm
Weight: 20g

4-MISWAK GIFT PACKAGE



SIDE 1

SIDE 2

PRODUCT DESCRIPTION

Our signature miswak, perfect for first-time users or as a gift or souvenir.

Includes

- 4 vacuum-sealed miswaks.
- Bilingual branding (Arabic and English)
- Hadith quote
- Instruction pamphlet.
- Tag.

Dimensions

Length: 22 cm
Width: 8 cm
Weight: 40g

SKU

MSWK-4GFT-STNDRD-01

Pricing (per unit)

Wholesale: 13 AED

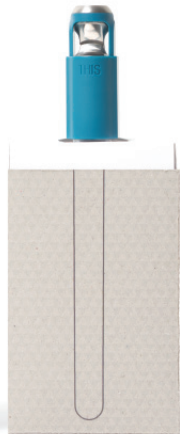
MSRP: 26 AED

السواك
مطهرة
للفم
مرضاة
لآبائنا

MISWAK ACCESSORIES



CUTTER CASE STARTER KIT



PRODUCT DESCRIPTION

The first accessory of its kind, the Miswak Cutter Case is a patented holder and a cutter that helps peel, cut and store the miswak.

Includes

- 1 Cutter Case.
- 2 vacuum-sealed miswaks
- Instruction pamphlet.

Colors

Pacific Blue
Fossil Grey
Luxury (COMING SOON)



Pricing (per unit)

Wholesale: 55 AED
MSRP: 110 AED

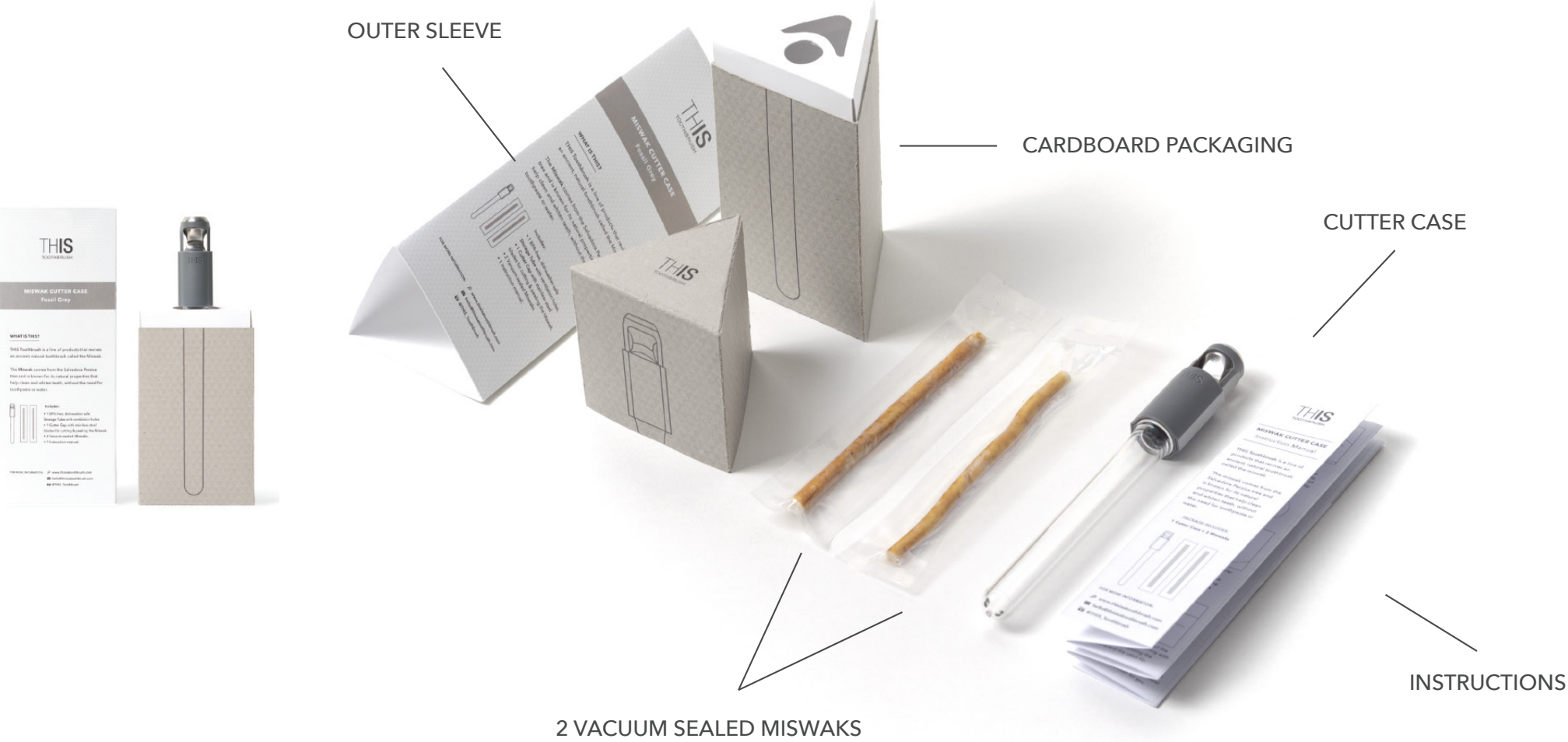
Dimensions (box)

Length: 18.5 cm
Width: 2.45 cm
Depth: 3 cm

SKU

Blue: KIT-CTTR-BLUE-01
Grey: KIT-CTTR-GREY-01

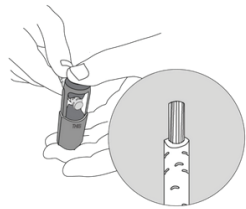
CUTTER CASE: CONTENTS



CUTTER CASE: USAGE

ALL-IN-ONE

The Cutter Case is four solutions packaged into one.



PEEL

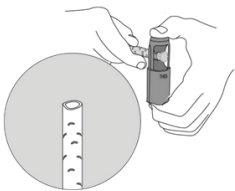
The cutter's sharp blades help peel the outer layer of the miswak to reveal the natural bristles on the

inside.



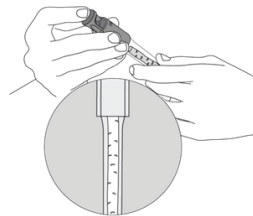
SEPARATE

The hidden cone feature helps separate the bristles to make for easy and effective brushing.



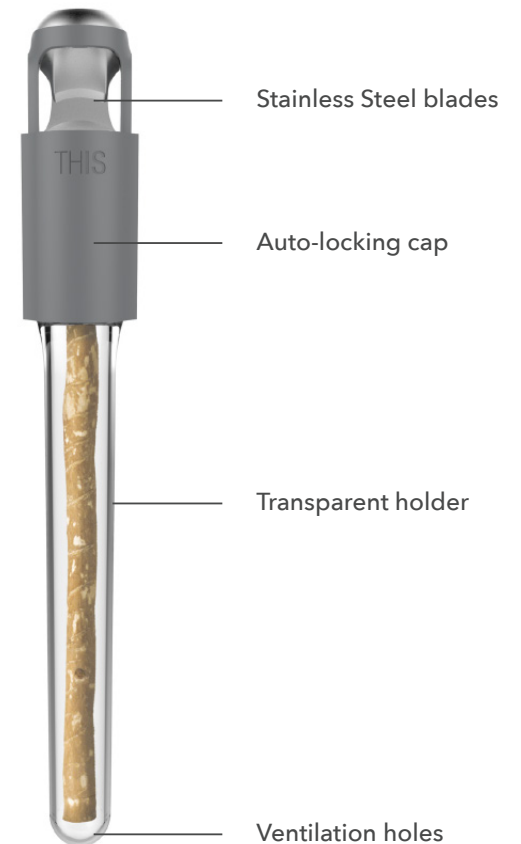
CUT

The cutter can also be used to cut the used tip of the miswak off when you're ready for a fresh one.



STORE

The tube is designed to store the miswak and keep it fresh and moist, with ventilation holes at the bottom.



CUTTER CASE: DETAILS



BILL TO

SHIP TO

Address:

Address:

Name:

Order Date:

Phone:

Desired Delivery:

Email:

WHOLESALE TERMS

ORDERING

Opening Order Minimum: 2000 AED

Reorder Minimum: 500 AED

Minimums and pricing subject to change.

SHIPPING

Orders shipped via TNT or UPS.

Customer is responsible for shipping costs.

PAYMENT OPTIONS

Check or Bank Transfer

Net 30 days (as established)

First order must be prepaid upon order confirmation.

RETURN POLICY

Damaged items returnable within 7 days of receipt.

PRODUCT	SKU	WHOLESALE (AED)	MSRP (AED)	QTY	VALUE
Single Miswak	MSWK-NTRL-01	4.5	9		
Miswak Gift Pack	MSWK-4GFT-STNDRD-01	13	26		
Cutter Case Kit BLUE	KIT-CTTR-BLUE-01	55	110		
Cutter Case Kit GREY	KIT-CTTR-GREY-01	55	110		
				TOTAL*	

*Total excludes sales tax and shipping, which are included in the final invoice.