

Deotech Korea

Leading Global Innovation in Oral Care



At Deotech Korea, we are dedicated to supplying the world with the very best oral hygiene products and services.

contents

About Deotech 03

Overview
History
Why Deotech Korea?
Core Competencies
Market Performance
Sustainable Innovation

Product: Premium 06

Mbass
Orové
Orgeul

Product: Functional 10

Daily Clean Plus/Soft
EMT ICE
Atomy
Bio Care
Bidam Charcoal

QA System & Patents 15

Overview

A Leading Global Company Delivering Excellent Value

As a developer and manufacturer of oral hygiene solutions since December 1998, Deotech Korea has remained true to its founding philosophy of business ethics, respect for people, and shaping the future. We distribute and sell our in-house brands through both D2C and B2C channels, while also supplying ODM and OEM products to large enterprises and small and medium-sized businesses in Korea. We are committed to the continuous development of innovative, high-quality products that pioneer new markets and maximize customer satisfaction, and we take pride in delivering exceptional oral hygiene products and strong brand value worldwide. Our cutting-edge toothbrush manufacturing system has the capacity to produce over 100 million toothbrushes per year. Our top-quality products—KS- and FDA-approved and developed and manufactured in compliance with ISO 9001, ISO 14001, ISO 45001, and the Halal Quality Management System (HalMQ)—are exported worldwide, including to the United States, China, Japan, and Europe with annual export volumes exceeding 1 million units. To meet increasingly diverse consumer needs and growing demand for functional products, we develop innovative items such as multi-functional antibacterial toothbrushes, while continuously researching and advancing new technologies that enable us to create new product lines with innovative functions and designs. At Deotech Korea, we recognize the importance of corporate social responsibility. We actively contribute to our communities, support vulnerable populations, and take responsibility for environmental protection to promote sustainability and a circular economy.

True Respect

We cultivate true respect as our core value by cherishing the worth of every individual and actively supporting personal growth through open communication, thoughtful care, deep trust, and inclusive participation.

Core Values

Our purpose is to achieve shared success with our customers. To fulfill this goal, we deliver the highest-quality products and services through unparalleled technology and continuous R&D.



History

We have earned and maintained customer trust through our commitment to research and innovation. The technology behind our products and our integrity as a business form the core of the value we provide today.

2016 – Present

Deotech Korea, a global leader of oral hygiene innovation through advanced technology

- 2025 • Launch of Mbass brand toothbrush
- 2024 • Launch of Orgeul brand bamboo toothbrush
- 2023 • R&D center established
• Atomy Dental Sonic released
- 2022 • Inno-Biz Certificate acquired
- 2021 • Awarded the \$7 Million Export Tower on the 58th Trade Day
• Atomy range of children's toothbrushes released
- 2020 • Awarded the \$5 Million Export Tower on the 57th Trade Day
• Recognized as a Promising SMB by Gyeonggi Province
• Atomy 4S interdental brush released
• Certified compliant with the ISO 45001 by the SBCR
• Certified Halal by the KMF
- 2019 • Recognized for excellence in the utilization of the National Competency Standards by the Ministry of Employment and Labor
- 2018 • Recognized as a women-friendly employer by Gyeonggi Province
• Relocated for expansion (25, Tongil-ro, 642beon-gil, Wollong-myeon, Paju, Gyeonggi-do, Korea)

2010 – 2015

Deotech Korea, a global supplier of premium oral hygiene products

- 2015 • Awarded the \$1 Million Export Tower on the 52nd Trade Day
• Certified Clean Business by the Korea Occupational Safety & Health Agency
• Registered as a member of the Korea International Trade Association
- 2014 • Certified Risk Assessor by the Korea Occupational Safety and Health Agency
• Registered as a member of the Korea Industrial Technology Association
- 2013 • Recognized as an R&D division of the Korea Industrial Technology Association
• Atomy Oral Care Gift Set released
- 2012 • Relocated to Paju (155, Tongil-ro, 642beon-gil, Wollong-myeon, Paju, Gyeonggi-do, Korea)
• Atomy interdental brush released
• Atomy compact toothbrush released
• Incorporated as Deotech Korea
- 2011 • Toothbrushes approved as medical devices by the US FDA
• Atomy Oral Care System released
- 2010 • Head office and factory relocated for expansion (Jiyeong-dong, Ilsandong-gu, Goyang, Gyeonggi-do, Korea)
• Atomy Gold Toothbrush released
• Green Certification acquired

1998 – 2009

Deotech Korea, a company reaching into the global market through R&D and technological innovation

- 2008 • China/Hong Kong branch opened
• Certified compliant with ISO 9001 and 14001 (Quality and Environmental Management System)
• Relocated for expansion (Jiyeong-dong, Ilsan-gu, Goyang, Gyeonggi-do, Korea)
- 2007 • Participation in the Myeongdong Festival and the Korea International Women's Invention Expo
- 2006 • Deotech Korea website launched
• Eco-friendly toothbrush refills developed
- 2004 • "Deo Tech" registered as a trademark
- 2003 • "Deo" and "Deo kids" registered as a product name and trademarked character
- 2002 • Antibacterial properties of gold and silver toothbrush bristles verified through bacterial culture testing by the Korea Far Infrared Association
• Functional toothbrush bristles with gold and silver additives for antibacterial and far infrared properties developed
• Renamed Deo Tech
• Head office relocated (Seokgseok-dong, Ilsan-gu, Goyang, Gyeonggi-do, Korea)
- 2001 • Issued the Q Mark (Quality Guarantee) by the Korea Conformity Laboratories
- 1998 • Established as Yuhan Chemical

Why Deotech Korea?

 Over 25 Years of Expertise in Oral Care Products	 Proven Track Record of Mega-Hit Products	 Continuous Innovation and Product Development
 Premium Quality at Competitive Prices	 Sustainable Product Initiatives	 Full-Scale Production Capacity
 Robust Quality Assurance System	 Extensive Global Business Experience	 Reliable and Consistent Manufacturing

Core Competencies

Deotech Korea's premium oral hygiene solutions reflect the company's 25-year history and commitment to sustainable innovation.



Market Performance

Deotech Korea creates toothbrushes for the well-being of both people and the environment. Backed by superior technology and expertise, we develop innovative products that deliver lasting wellness for a more sustainable future.

<p>Korea No.1</p> <p>Oral hygiene product manufacturer</p>	<p>Global revenue 50%+</p> <p>of total revenue</p>	<p>ATOMY 300M+</p> <p>More than 300 million units sold in the last 10 years</p>
---	---	--

Sustainable Innovation



Development of Eco-friendly Toothbrush

- The world's first bamboo toothbrush with laser-processed bristle holes
- Made from 100% Korean Moso bamboo
- Unique laser processing technology
- Carbon-neutral product
- Supports regional economy
- Developed in partnership with Chonnam University

Eco-friendly Packaging

- No plastic trays
- No vinyl coating or foil
- Minimal packaging
- Use of water-based coated paper packaging
- Reduced environmental impact

PRODUCT LINE-UP

Premium Line

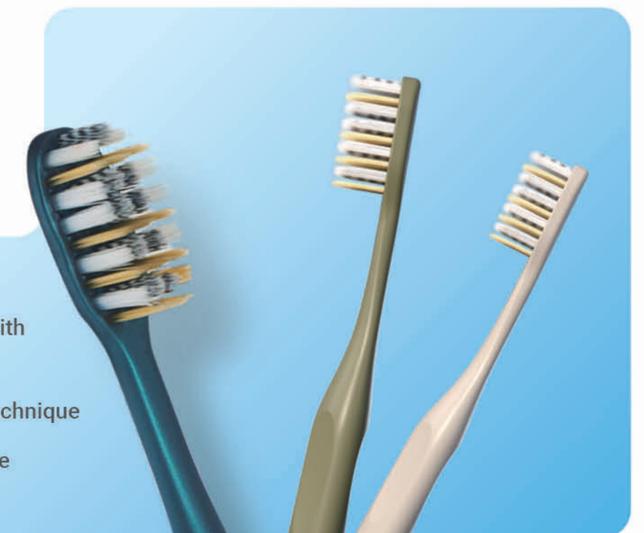
Premium oral care focused on what matters most

Mbass	7
Orové	8
Orgeul	9

Mbass

Triple bristle layout for optimal dental health

- + Antibacterial, plaque removal, deep clean
- + A triple bristle layout developed in collaboration with dental experts
- + Handle design optimized for the Modified Bass Technique
- + Reduces Porphyromonas gingivalis 3.7 times more effectively than regular toothbrushes



 <p>Cleans Between Teeth and Gums Antibacterial, silver-infused fine bristles</p>	 <p>Cleans the Surface of Teeth Plaque-removing fine, spiral bristles</p>	 <p>Cleans Between Teeth Elastic, gold-infused, fine bristles</p>
--	--	--

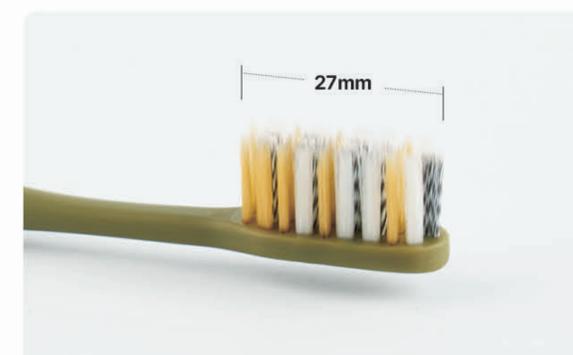
A functional triple bristle layout cleans the surface of teeth and between teet

Three types of bristles are arranged to support perfect brushing using the Modified Bass Technique. Full 360° control of the toothbrush allows effective cleaning between the teeth and gums, the surface of the teeth, and between the teeth.



Ergonomically designed handle for a grip at 45°

The specially engineered handle naturally produces a brushing angle of 45° when gripped, a condition optimized for the Modified Bass Technique, the most effective oral hygiene practice recommended by the FDI World Dental Federation.



Ideal proportions for a deep clean

The 27 mm head, large enough to cover 2 to 3 adult teeth at a time, is the optimal size, reaching in deep with the fine bristles to easily remove food particles and plaque from between the teeth and along the gumline.

Orové

A premium oral hygiene brand that stands for unprecedented technology and design

- + Antibacterial, plaque removal, deep clean
- + Optimal head design: Thickness of just 3.5 mm
- + Ergonomic handle design for a secure grip



Optimal head design: Thickness of just 3.5 mm

The slim head measuring just 3.5 mm-thick makes for a comfortable brushing experience, and effortlessly reaches the molars for a complete clean.



Antibacterial Bristles

Soft, antibacterial bristles effectively remove food particles from along the gumline and between the teeth for a healthy clean.



Ergonomic Handle Design for a Secure Grip

The ergonomic handle allows a secure grip for detailed maneuver inside the mouth. An overall slim and balanced structure with added flexibility prevents gum damage and maximizes cleaning efficiency.

The part connecting the head and the handle is thin and flexible to absorb pressure applied unintentionally when brushing, minimizing damage to the teeth and gums.

Orgeul

A truly innovative eco-friendly toothbrush made from **Moso bamboo**

- + Antibacterial, plaque removal, deep clean
- + Sustainable material (100% Korean Moso bamboo)
- + Laser-processed holes prevent hygiene issues
- + Cold-pressed handle for a comfortable grip



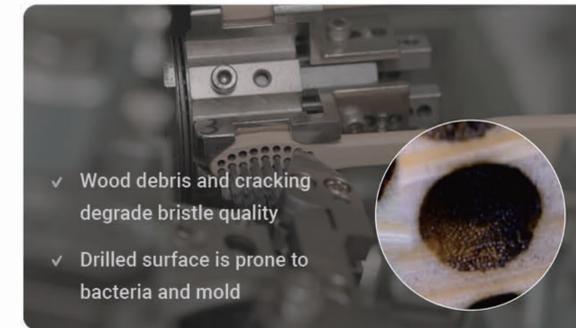
14.95%
Greater outer fiber
flexibility
compared to Chinese
bamboo



5.92%
Greater inner fiber
flexibility
compared to Chinese
bamboo

The first eco-friendly toothbrush made from 100% Korean bamboo

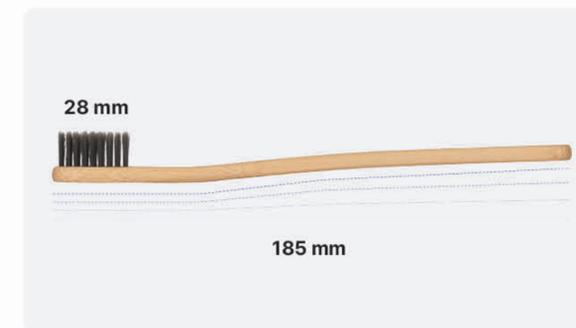
Orgeul toothbrushes are made from Korean bamboo native to Geoje Island in Korea. Korean bamboo is known for physical properties superior to those of bamboo of other origins.



- ✓ Wood debris and cracking degrade bristle quality
- ✓ Drilled surface is prone to bacteria and mold

Laser-processed holes for durability, precision, and hygiene

The holes in the heads of Orgeul toothbrushes that hold the bristles are not drilled but lasered using a patented technology to prevent cracking that can result from the mechanical impact of drilling, achieve precisely positioned bristles, and prevent hygiene issues.



28 mm
185 mm

Engineered for a secure and comfortable grip

Orgeul toothbrushes feature an ergonomically designed grip made possible by a patented manufacturing technique. Using a heat-assisted cold-pressing process, the handle is shaped into smooth ergonomic lines, delivering a natural, comfortable, and stable grip.

PRODUCT LINE-UP

Functional Line

Solutions designed for a healthier smile

Daily Clean Plus/Soft	11
EMT ICE	12
Atomy	13
Bio Care	14
Bidam Charcoal	15

Daily Clean

Slim-headed toothbrush reaches deep to clean!

- + Hygienically thin head
- + Antibacterial bristles
- + Super fine bristles (bristle diameter less than 0.03 mm)
- + Ergonomic handle



Antibacterial Bristles

Antibacterial bristles prevent bacterial growth for tooth and gum health.



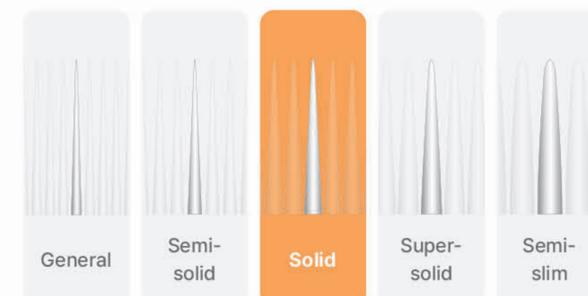
Hygienically thin head

The thin brush head achieves a comfortable clean of hard-to-reach places. The hygienic design keeps the head off the toothbrush's resting surface.



Super Fine Bristles (Less than 0.03 mm in Diameter) for a Gentle and Effective Clean

Bristles tapering up to super fine points gently and completely remove food particles from between the teeth and gums and from between teeth. The Ultra Slim processing uses a solid-type bristle, offering a level of softness that feels comfortable and gentle for adult users.



Octagonal handle

Daily Clean toothbrushes feature an octagonal handle that fits securely in your hand. The octagonal shape keeps the handle from slipping and turning during brushing, and helps maintain an effective brushing angle.



EMT ICE

An ergonomically designed toothbrush

- + Charcoal additive fights bad breath
- + Embossed bristles for a complete clean
- + Super slim bristles reach between teeth to clean
- + Specially engineered grip

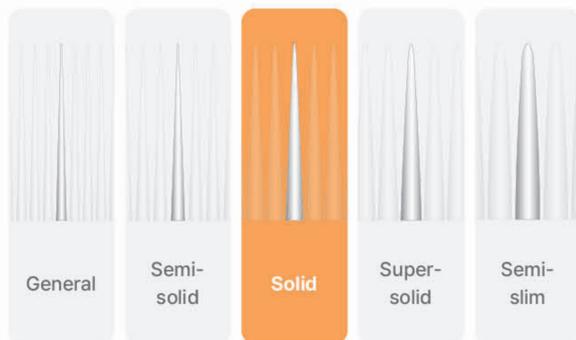


Dual-function bristles reach into the molars for a deep clean!

A charcoal powder additive enhances the already effective cleaning capacity of the super slim bristles. Tooth and gum health can be enhanced.

Measured Far Infrared Emission from the Charcoal Bristles

- Emissivity(5 ~ 20 μ m) : 0.899
- Emission Power(W/m²· μ m, 40°C): 3.62 x 10²



Embossed Bristles

Embossed bristles achieve increased friction compared to regular bristles for improved plaque removal. Super slim bristles reach between the teeth and between the teeth and gums to gently and completely remove food particles.



Ergonomic handle for a natural grip

Designed with human-centered principles, this toothbrush combines a soft, appealing form with a secure, ergonomic grip inspired by the natural shape of the hand, prioritizing comfort, usability, and everyday convenience.

Atomy

A fine-bristled (bristle diameter less than 0.03 mm) toothbrush with a cut-diamond-design handle

- + Antibacterial, plaque removal, deep clean
- + 99.9% pure gold additive
- + Super slim bristles (bristle diameter less than 0.03 mm)
- + Eco-friendly material (PCTG) with no endocrine disruptors
- + Round, slim head



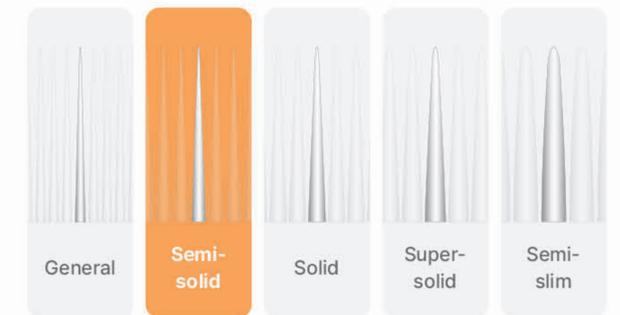
Lightweight, slim, simple design with gold-infused functional bristles

Atomy Gold toothbrush, made from high-quality materials through a rigorous quality control process, effectively cleans hard-to-reach places in the mouth.

Test	Sample	Initial concentration (CFU/ml)	Concentration after 24 hours (CFU/ml)	Bacterial reduction rate(%)
Antibacterial test against E. coli	Blank		3.1 x 10 ⁶	-
	Ø 0.18 gold-infused bristles	7.2 x 10 ⁴	< 1.0 x 10 ³	99.9
Antibacterial test against Staphylococcus aureus	Blank		6.5 x 10 ⁶	-
	Ø 0.18 gold-infused bristles	2.0 x 10 ⁵	6.4 x 10 ⁴	99.0

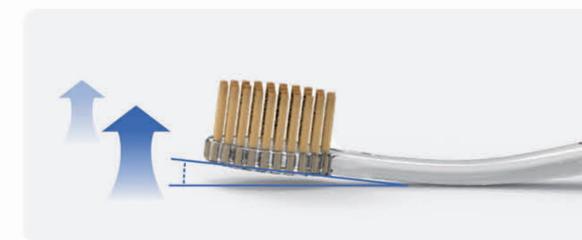
Super Fine Bristles for Effective Cleaning

Elastic and soft bristles taper into super fine points (less than 0.03 mm in diameter). The super fine bristles reach even between teeth and gums to gently remove plaque and food particles for a deep clean.



Round, slim brush head reaches in and cleans the molars

The thin brush head achieves a comfortable clean of hard-to-reach places. The hygienic design keeps the head off the toothbrush's resting surface.



Attractive and hygienic handle design

The handle features a cut-diamond design which accentuates the transparent material. The 2:1 ratio diamond pattern makes the handle appear attractive and longer. The thickness of the handle reflects proportions in the golden ratio of 1:1.618, so in the palm of your hand the toothbrush feels secure and natural.



Bio Care

Micro-brush design to support gum health

- + Antibacterial, plaque removal, deep clean
- + 99.9% pure gold additive
- + Super slim bristles (bristle diameter less than 0.03 mm)
- + Eco-friendly material (PCTG) with no endocrine disruptors
- + Round, slim head



Bidam Charcoal

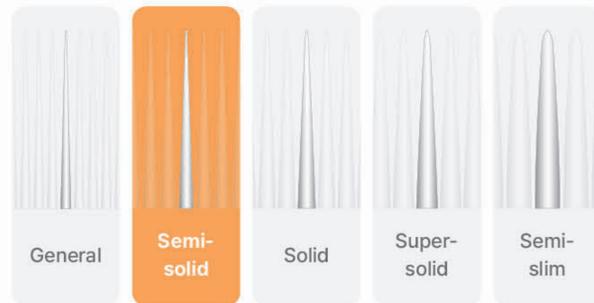
Charcoal and gold additives for a refreshing experience

- + Antibacterial, plaque removal, deep clean
- + 99.9% pure gold additive
- + Super slim bristles (bristle diameter less than 0.03 mm)
- + Eco-friendly material (PCTG) with no endocrine disruptors



Functional bristles with a 99.9% pure gold or charcoal additive

The bristles on this toothbrush are functional, meaning they have been infused with an additive that gives them antibacterial properties or detoxifies and eliminates harmful substances.



Anti-slip rubber grip

The embossed, anti-slip rubber grip ensures a secure and comfortable grip while brushing.



QA System & Certification

Quality Inspection

Incoming and Final Inspection

- Intake inspection of delivered materials
- Release inspection of finished products

Process Audit

- Audit for verification of quality requirements
- Audit of key specifications not covered by process inspection

In-Process Inspection

- In-Process inspection of materials
- Visual inspection for defects

Reliability Testing

- Product reliability testing using testing equipment
- Verification of compliance with KS G 3103:2014 (ISO 20126)

Quality Testing



Tests: Toothbrush handle tensile strength / Toothbrush handle flexural strength / Bristle retention strength



Tests: Toothbrush handle impact resistance



Tests: Toothbrush handle fatigue

Manufacturing Process



- 1 Material Intake
- 2 Intake Inspection
- 3 Logo Printing
- 4 Bristle Planting
- 5 In-Process Inspection
- 6 Single-Unit Packaging
- 7 Medium-Sized Box Packaging
- 8 Carton Packaging



- 1 Material Intake
- 2 Intake Inspection
- 3 Logo Printing
- 4 Bristle Planting
- 5 In-Process Inspection
- 6 Single-Unit Packaging
- 7 Primary Packaging
- 8 Secondary Packaging
- 9 Final Packaging

Certificates





25, Tongil-ro, 642beon-gil, Wollong-myeon, Paju, Gyeonggi-do, Korea

Tel: +82-31-977-1426 **Fax:** +82-31-8071-1427 **Email:** deotechhj@gmail.com