

Jordan launches leading sustainable toothbrush

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Leading specialist health and beauty distributor, ACDOCO SA has announced that it will be launching Jordan's award-winning Green Clean sustainable toothbrush range. 90% of the total product (including packaging) is made of recycled materials, minimizing resource use and giving materials a new life.



The launch of Green Clean signals Jordan Oral Care's mandate – '[Sustainability Without Compromise](#)'. With its modern design, ergonomic handle and quality bristles, Jordan Green Clean combines great functionality with sustainable materials.

In the design process, nothing is left to chance and all materials are carefully selected based on their recycling and sustainability credentials. The handle is made of 100% recycled and FDA-approved plastic, originating from food containers such as yoghurt cups. The bristles are made of bio-based nylon originating from castor oil plants, which is a renewable source. The packaging box is made of recycled paper fibres from paper-based product and the packaging label is made of FSC certified paper, ensuring that it originates from sustainably managed forests.

Green Clean is designed with both the customer and the environment in mind, enabling one to take care of one's teeth with extra good conscience. *"Scandinavian design is as much about aesthetics as it is about functionality. To me, sustainability is also a big part of it,"* concludes [internationally renowned Andreas Engesvik](#), the designer behind Jordan's new toothbrush.

The Jordan Green Clean toothbrush range will be available at leading retailers across South Africa in a range of pastel colours for both adults and children.

For more information on Jordan, please contact info@acdoco.co.za

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ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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