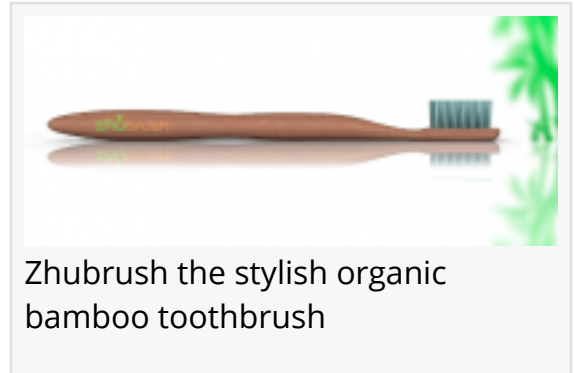


# Zhubrush Launch New Bamboo Toothbrush with New 'Buy One Plant One Tree' Business Model

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- Zhubrush is the environmentally friendly bamboo alternative to plastic toothbrush's.
- One tree is planted for every toothbrush bought.
- 50 million plastic toothbrushes end up in Australian landfills each year.
- Companies vision is for stylish and eco-friendly products.



With a sleek, stylish design Zhubrush is the new [bamboo toothbrush](#) that gives back to the environment. With 50 million plastic toothbrushes thrown in to landfill each year, the current usage of plastic toothbrushes in Australia is unsustainable.

Zhubrush was designed with a more environmental approach in mind; a bamboo brush that would break down when disposed of. As well as this, as part of Zhubrush founder Michael John's broader goal with the company, one tree will be planted for every toothbrush sold.

An estimated 50 million toothbrushes are discarded each year in Australia alone. This equates to 1000 tonnes of landfill. As Environment Victoria report, one of the by-products of landfill is it's liquid form 'Leachate':

"Leachate is one of the negative impacts of landfill. It's the liquid form of waste when it breaks down and is highly toxic and can pollute the land, ground water and water ways."

Zhubrush founder Michael John was astounded that the most simple and mundane of products, a toothbrush, could contribute to such negative environmental problems. He tried searching online for environmentally sound toothbrushes, but the only ones available were either not available in Australia, or looked ugly and ineffective.

"I've always been interested in products that could be awesomely stylish but also do good," Michael says, "And it seemed that toothbrushes were a mundane, everyday product that needed a shake up."

Looking at the product on their website [www.zhubrush.com.au](http://www.zhubrush.com.au), it certainly seems as a lot of effort has been put into the design and usability of the product.

"Just simple things like having a handle shaped to fit your grip was important – a lot of the flash looking plastic toothbrushes are awkward to use," Michael commented.

As part of Michael's vision for an environmentally friendly consumer products company, one tree will be planted for every toothbrush sold, as an initiative to curb the rate of deforestation.

Deforestation occurs most heavily in developing countries, where there are less government regulations to abide by. Countries like Brazil where 3.46 million hectares of forested land has been removed and Indonesia, which has had 1.47 million hectares, removed.

Zhubrush and their charity partners will plant trees in designated no-logging areas which have the highest chance for survival and growth.

Their aim is for 100,000 trees to be planted over the next two years and to also send groups of their Australian based employees over on paid tree planting projects.

"The benefits of trees are clear – from detoxifying the air to lowering methane emission – we thought this was a fantastic initiative to start," Michael says.

The Zhubrush toothbrush is currently available to pre-order at [www.zhubrush.com.au](http://www.zhubrush.com.au) with plans to ship the first brushes out to customers by the 5th of May, 2014.

Zhu Living was formed in early 2014 with it's trademark Zhubrush bamboo toothbrush.

The company aims to create stylish and environmentally friendly products in the home wares and furniture space.

Their vision is for a greener world, and have started the 'Lean 'n Green' initiative where one tree is planted through their charity partners for every product sold.

Press release courtesy of Online PR Media: <http://bit.ly/1hIE78f>

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