

# 'The Toothbrush Family' Animated Series is Set for a Modern Reboot

LOS ANGELES, CA, UNITED STATES, September 8, 2025 /EINPresswire.com/ -- Veteran producer Jainardhan Sathyan ("Vendetta") is set to reboot the popular children's animated television series "The Toothbrush Family."

"I've always loved legacy properties that had both purpose and charm—and The Toothbrush Family stood out as a timeless concept with strong educational value," said Sathyan who serves as the show's producer.

"When I learned the Hatfield family was open to reviving it, I knew it was the perfect opportunity to bring it back for a new generation."



"The Toothbrush Family," a popular children's animated series, is getting a modern reboot.

The reboot will use modern 2-D digital animation, retaining the warmth of the original but upgraded for today's visual standards. "The series will launch with upgraded 4K remasters of the original episodes, followed by a new season produced in modern 2D or 3D digital animation—powered by cutting-edge AI tools," Sathyan said. "The reboot retains the charm of the original while updating the visuals and voices for today's audiences."

The premiere is targeted for late 2026-early 2027, with a global launch event potentially aligned with events like National Children's Dental Health Month.

"The core message remains the same. It's about making hygiene fun," Sathyan said. "But we're expanding themes to include wellness, empathy, and everyday problem-solving. It's geared toward ages 3 to 8, with strong school and home engagement potential."

Originally created by Marcia Hatfield of Australia after her young son refused to brush his teeth, the series first aired in 1977 in Australia, Europe and later in the U.S. The stories written by Hatfield herself, featured toothbrushes Molly and Max who explore a world populated by mischievous dinosaurs, blizzards, dancing shoes and a tooth fairy, among others. In 1993, The Toothbrush Family was recognized by the World Health Organization's Chief of Oral Health as a valuable tool for promoting children's dental hygiene and considered for inclusion in WHO's

global oral health initiatives.

It became the first children's health education show endorsed by the World Health Organization and went on to receive an Emmy Award in 1981.

"Yes, we are already in early conversations with licensing partners," Sathyan said. "Our strategy includes toys, dental kits, plush characters, storybooks, educational games, and character-based hygiene products (like themed toothbrushes and toothpaste). We're also exploring AR/VR experiences to extend the brand digitally for preschoolers and educators."

For the Hatfield Family, whose matriarch created the original series, the reboot will mean exposing the venerable series to a new audience. "The Toothbrush Family was created by our mother, Marcia Hatfield with a simple but effective idea: to entertain young children and so encourage them to brush their teeth," said Louella, Scott and Guy Hatfield in a joint statement. "In this she had been successful, with earlier series of The Toothbrush Family recognized by the World Dental Congress as having had a positive impact on children's dental health.

"Marcia, who passed away in 2019, would be as thrilled as we are to partner with TigerTek in bringing the Toothbrush Family, with a fresh energy, and global reach to a whole new generation of young children."

They added: "As Marcia always believed: 'So long as kids were growing teeth, there would always be an audience for The Toothbrush Family!'"

Peter Abbot, executive producer of the new series, agreed. "Marcia Hatfield was an early mentor of mine who turned into a lifelong friend," he said. "It's a great honor to be part of carrying on her legacy. It's very exciting to be working with TigerTek. I know they understand the philosophy and intent of The Toothbrush Family and will execute a new series of which we'll all be proud."

Sathyan is also developing "Waystation," a sci-fi virtual production series shot entirely on an LED volume stage, aiming for global distribution.

Sathyan is also known for his recent work with Pocket FM which produces live action drama series "Insta Empire," "The Return," "The Billionaire's Accidental Wife," "Unravelling the Son-in-Law," and others.

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