[Pangyo Interview] EKONOLOGY Targets Global Market with Tank-Free Oral Irrigator and Preventive Dental Solution EKOA

"Our Platform Eliminates Water Tank Hassles with Tap-Connected Oral Irrigators and AI-Driven Dental Diagnostics for Global Wellness Markets."


CEO Jessie Oh of EKONOLOGY

PANGYO, GYEONGGI-DO, SOUTH KOREA, September 15, 2026 /EINPresswire.com/ -- Despite South Koreans' high frequency of tooth brushing, oral diseases consistently rank first among outpatient illnesses. As awareness spreads that additional care beyond brushing is essential to effectively prevent chronic oral diseases, interest in oral irrigators is rising. However, the cumbersome usage and difficult maintenance of conventional products have been pointed out as obstacles to popularization. Addressing this, digital dental healthcare enterprise EKONOLOGY introduced an innovative dental care solution that makes daily oral care significantly easier and more sustainable.

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Jessie Oh, CEO of EKONOLOGY, launched the business by drawing inspiration from the hassle of managing water tanks that she personally experienced while using oral irrigators for over 10 years. Conventional water tank-type products on the market require filling water every time and present hygienic maintenance issues, leading many users to discontinue use. Meanwhile, existing direct-flow products relied solely on faucet water pressure, resulting in insufficient cleansing power or exposed external hoses that harmed aesthetics. Developed by EKONOLOGY, EKOA is designed with a direct-flow structure connected straight to water pipes, resolving the hassles of preparation and maintenance. Furthermore, by applying powerful pulsing technology and water pressure control

features, it achieves cleansing power comparable to water tank-type products, while incorporating an internal filter to enable hygienic water management.



Jessie Oh, CEO of EKONOLOGY (right), answers questions from reporter Thomas Frederiksen (left) during the interview.

Alongside this, EKONOLOGY is building 'ETHU', a digital solution that creates cooperative energy when combined with the EKOA hardware. ETHU is a service that analyzes users' oral panoramas to identify individual oral conditions and characteristics, helping form customized care methods and sustainable oral health habits. Moving forward, the company plans to link real-time usage data from EKOA with ETHU to deliver a more closely integrated, personalized oral preventive care system.

EKONOLOGY primarily targets customers who previously tried oral irrigators but quit due to inconvenience, heavy users with high interest in oral health, orthodontic patients, and prosthetic or dental implant patients. Subsequently, the company intends to gradually expand its market to family-unit users and home wellness consumers.

In particular, EKONOLOGY set North America, centered on the United States, as its priority market for expansion. In North America, the relevant product category is already widely established with high consumer understanding, and the high cost of dental treatments creates significant consumer utility regarding the importance of preventive dentistry. Indeed, EKONOLOGY drew high expectations and positive responses from local buyers and users at global events such as the New York Startup Summit and CES.

Currently, EKOA is in the pre-mass production stage. Aiming to establish a foothold in the North American market, EKONOLOGY is preparing to participate in global exhibitions and launch through Kickstarter, a US crowdfunding platform. Additionally, headquartered at the Global Strategy Center in Pangyo Startup Campus, EKONOLOGY is refining its business direction and accelerating growth by actively networking with diverse investors, accelerators, and industry stakeholders within Pangyo's dynamic startup ecosystem.

Pangyo TV met with EKONOLOGY CEO Jessie Oh at the Startup Campus in Pangyo Techno Valley to discuss their tap-connected oral irrigator, AI radiograph diagnostics, and global dental market expansion strategy. Reporter Thomas Frederiksen conducted the interview.

Q1. Thomas Frederiksen, Reporter: Could you tell us a bit about your work?

A. Jessie Oh, CEO of EKONOLOGY: In Korea, people practice oral care very diligently—brushing their teeth as often as three times a day. It is an everyday routine, yet oral diseases remain consistently ranked as the number one outpatient condition. It has become common knowledge that brushing alone is not enough to prevent chronic, recurring dental issues effectively. I believed water flossers were the most effective solution to address this problem. My goal is to eliminate those conventional inconveniences so water flossing becomes an effortless daily routine after brushing.

Q2. What inspired you to develop 'EKOA' to solve these conventional water flosser drawbacks?

A. Jessie Oh: EKOA started as a solution to my own personal frustration. I have used water flossers for over ten years, but I couldn't use them consistently every day. Refill tanks were bothersome, devices gathered dust, and I even threw some away. Yet, knowing how effective water flossing is, I kept returning to it despite the hassle. I wondered, "If I didn't have to refill this water tank every time, I would use this every single day." When I researched the market, I couldn't find a satisfactory direct-flow product, so I decided to create one myself to give consumers a much more convenient experience.

Q3. What key advantages and differentiators does EKOA offer compared to existing water flossers on the market?

A. Jessie Oh: Current products on the market force consumers to choose between cleaning performance and convenience. No existing product satisfies both completely. EKOA's biggest differentiator is that users don't have to compromise. It retains the powerful cleaning performance and pressure control of tank-based flossing using pulsating water jets, while delivering the effortless convenience of direct-flow systems. EKOA is unique in combining both strengths without compromise.

Q4. Beyond EKOA, I understand EKONOLOGY is also developing a personalized service called 'ETHU'. Could you explain what ETHU is?

A. Jessie Oh: Everyone's oral health condition, dental history, and care needs are unique, yet most people rely on generic toothbrushing. ETHU is a personalized oral care guidance service. By analyzing dental panoramic radiographs, ETHU assesses the user's current oral health status, identifies individual risk factors, and recommends tailored care routines to build long-term healthy habits. In the future, ETHU will sync directly with EKOA, utilizing real-time usage data to deliver closely integrated, personalized dental care insights.

Q5. Who are your primary target customers for these products?

A. Jessie Oh: Our main targets are general consumers, particularly active water flosser users—such as individuals undergoing orthodontic treatment, or those with dental implants,

prosthetics, or a strong interest in wellness and personal care. These users immediately understand the limitations of traditional flossers and actively seek better solutions, making them our primary adopters.

Q6. Looking at global markets beyond Korea, which regions are you prioritizing for expansion, and why?

A. Jessie Oh: The North American market is our primary target. In Korea, we first have to explain why water flossing is necessary and why current products are inconvenient. In North America, consumer awareness of water flossing is already high, so market education is minimal—saying "Tired of refilling water tanks?" immediately resonates. When we presented at CES and the New York Startup Summit, the response from American attendees was overwhelmingly positive compared to domestic events. Additionally, because dental procedures in North America are extremely expensive, consumers place a high value on preventive dental care and are willing to invest in effective oral hygiene products.

Q7. Finally, as a startup based in Pangyo Techno Valley, what are the primary benefits of operating here?

A. Jessie Oh: Though we moved in just two months ago, the collaborative atmosphere is incredible. Previously, setting up meetings required formal scheduling, but here in Pangyo, spontaneous conversations happen naturally in hallways and open areas. These casual encounters often turn out to be far more productive than structured meetings. Being surrounded by fellow founders in an environment rich with opportunity makes a huge difference.

Kim Seung Yeon
Gyeonggi Business & Science Accelerator
+82 31-776-4834
email us here
Visit us on social media:
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