

Demand Driven Consumers
 BRYTONPick - FLOSS In Seconds

INVISALIGN SYSTEM SEGMENT

BRACES SEGMENT

FLOSSING SEGMENT

NON FLOSSING SEGMENT

1 Million + Consumers

6 million + consumers

45 million + consumers

200 million+ consumers

Explanation:
 Invisalign users must clean interdental spaces after every meal or snack in order to reinsert tray. They are in need for a convenient and fast on-the-go solution.

Explanation:
 BRYTONPick helps those wearing braces by providing a quick and easy on-the-go flossing solution

Explanation:
 Segment represents Pioneers & Opinion leaders; those with the highest oral hygiene habits. They are looking for more convenient on-the-go solution, especially when they have no time or place to floss.

Explanation:
 According to the ADA 85% of people do NOT floss. BRYTONPick is a practical solution to remove food debris from between teeth. It requires a minimum amount of effort or skill level.

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