

Launch presentation



Prepared by: Aleksandar Divac

May 2019



About us

- Mr. Hiroshi Hukuba is the creator of the Ionickiss toothbrush concept.
- The first Ionickiss ionic toothbrush was created in 1984. in Japan.
- It is being sold in more than 20 countries of the world.
- So far, more than 200 million copies have been sold worldwide.
- Our company Vis Health is an exclusive importer and distributor of Ionickiss toothbrush for Europe.
- Sales in Serbia began in October 2018.
- Ionickiss brush is being sold in Serbia in more than 500 retail stores.
- The next step in the development of Ionickiss brushes is the positioning on the market of all European countries.

-  – Production and research.
-  vishealth – Marketing and distribution for Europe.

Processes



Production

Ionic Corporation has been producing ionic toothbrushes for more than 20 years. Ionickiss brushes were manufactured in Japan and after winning the market in Asia, sales began around the world.



Logistics

Logistic partners are eminent regional companies with whom we are always sure that Ionickiss brushes will be delivered safely and on time..



Marketing

Marketing activities are focused on educating consumers about the importance of oral health and all the benefits that our brushes give.



Sale

Ionickiss brushes are sold in over 500 facilities in Serbia. Our partners are drugstores, pharmacies, supermarkets, pump stations, online portals.

Partners / South-East Europe



Local partners



- **Milšped Serbia**
Logistics



- **Phoenix Pharma**
Distriibution



- **Direct Media**
Media agency



- **Origo Advertising**
Creative agency

Analyze

6P	
Product	Placement
Ionickiss toothbrush works on the principle of negative ions, and with its charge, even without a toothpaste, it removes the plaque. Replaceable extensions make it economical and long-lasting.	Two distribution channels: Real (independently and with partners) and online.
Promotion	Price
Web site, Digital marketing, influencers, PR texts, OOH, collaboration with dentists, dental seminars ...	High product prices compared to standard toothbrushes, in line with its innovation and quality, but lower price than electric brushes on the market. Ionpa products are in price rang with other already positioned brushes on the market.
People	Processes
A team of educated people, care for employees, regular payroll, education and ensuring adequate working conditions.	Carefully planned distribution and overall business, in accordance with all expense components.

SWOT	
Strengths	Weaknesses
<ul style="list-style-type: none"> - Quality - Innovative product - Only one on the market - Focus on dental industry only - Educated staff with experience 	<ul style="list-style-type: none"> - Possibility of copying the product - Insufficient funds for investing in marketing and education - Developed and positioned competition
Opportunities	Threats
<ul style="list-style-type: none"> - Market in the expansion - Advanced and innovative technology - Unique product on the market - Awareness of oral hygiene in Europe 	<ul style="list-style-type: none"> - Copying of the product - Consumers who are hard on changing habits - Competition power

The Product



IONICKISS™
ANTI PLAK

The Product

IONICKISS toothbrush has been medically proven to remove from dental plaque up to 48% more efficiently. The plaque is the biggest enemy of our teeth. It is a layer of bacteria that persistently adheres to the teeth and is always re-created, so the fight against it is crucial to our dental health.



This product comes from Japan, a country that is a synonym for quality and technological advancement and is certified by the Institute in Tokyo.

Its innovation is reflected in the fact that is the first ionic brush and the only brush that can be used without a toothpaste, which makes it accessible always and everywhere. All of these features made in the No. 1 selling in Japan.



Useable Without
Toothpaste



Ionic Power

48%

More Efficient In
Plaque Removal

made in
JAPAN

IONICKISS™
ANTI PLAK

Support of leading experts



Supported by Professor Yuichi Izumi,
Tokyo Medical and Dental University



Developing new products with doctors
at Tokyo Medical and Dental University

Product history

1889

Discovered by an American doctor

The principle of an "ionic toothbrush" was discovered and patented by Dr. Harry P. Pratt in the U.S. in 1889

1970

Trials by American companies

A number of American companies tried to industrialize the concept of the "ionic toothbrush" in the 1970s, but the attempts turned out to be unsuccessful.

1984

Successful commercialization by Mr. Hiroshi Hukuba in Japan (A founder of Hukuba Dental Corp.)

With relentless research and hard work, Mr. Hukuba finally made it possible to commercialize the ionic toothbrush, founding a business under the name of "IONIC hyG®" in 1984 for the specialty market.

1995

Launched "KISS YOU®"

Launched "KISS YOU®" as a household brand for the general market.

FDA approval of hyG® (KISS YOU®) in the U.S.

hyG® (KISS YOU®) was officially approved and registered with the U.S. FDA as a medical device.

Expanding to overseas

Currently, IONIC KISS®/KISS YOU® are being marketed in approximately 20 countries.

Started strategic alliance partnership with Kunchi Group

Started full-scale marketing in mainland of China.

Started strategic alliance partnership with VisHealth

Started full-scale marketing in Europe.

Renewal Launching of KISS YOU® IONPA/ KISS YOU® IONPA home

New electric toothbrush with Ionic Action + Sonic Vibration.

What is the secret?



The toothbrush is tooth-bound using POSITIVE-charged ions that are in the salivary. Therefore, the ions in the IONICKISS brush are NEGATIVE charged, and as such, they successfully break down the unwanted connection between our teeth and plaque.

How its works?

This brush will change your teeth washing experience forever, without changing your habits because it is designed for a simple and easy use.

Just wet the brush, gently touch the metal band with a wet finger and it's ready for use. The brush head is replaceable, and the lithium battery lasts more than a year in normal use.



IONICKISS™
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How its works?

Tester button for checking the status of your battery. (battery in regular use lasts up to one year)



Regular



Replacment brush heads:

Fluoride-
Containing

Wide Head

Super/Ultra-Fine
Bristles

Flat-Cut

Jagged

Child-Use

IONICKISS™
ANTI PLAK

IONPA home



パールホワイト (PW)



ネイビーブルー (NB)

ION POWER + SONIC ACTION

Superfine and flat bristles are arranged to provide thorough coverage of each tooth surface, as well as the periodontal pocket. Can be used with any KISSYOU brush head you choose.

Product Specifications

- Materials: Body/ABS, Stainless steel Bristles/PBT
- Frequency: 22,000 & 26,000 strokes/min.
- Function: 4-mode, timer, Battery: Ion lithium charged battery
- brush-life notice

Includes
holder

Battery-
charged

Washable

Light &
slim



IONICKISS™
ANTI PLAK

IONPA home



ION POWER + SONIC ACTION

Superfine and flat bristles are arranged to provide thorough coverage of each tooth surface, as well as the periodontal pocket. Can be used with any KISSYOU brush head you choose.

Product Specifications

- Materials: Body/ABS, Bristles/PBT
- Frequency: 22,000 & 26,000 strokes/min.
- Battery: 2 AAA Alkaline
- Function: 3-mode, timer

Includes
holder

Battery-
operated

Washable

Light &
slim



IONICKISS™
ANTI PLAK

IONPA



Superfine and flat bristles are arranged to provide thorough coverage of each tooth surface, as well as the periodontal pocket. Can be used with any KISSYOU brush head you choose.

Product Specifications

- Materials: Body/ABS, Bristles/PBT
- Frequency: 22,000 strokes/min.
- Battery: 1 AAA Alkaline
- Function: 2-mode, timer

Battery-operated

Washable

Cap and carry it anywhere

IONICKISS™
ANTI PLAK

UV Case



- UV Case for protection and cleaning of your Ionickiss brushes. After washing, put your brush in the UV Case and in a few minutes it will be completely clean and ready to be reused!

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Marketing



IONICKISS™
ANTI PLAK

1. / Visual Identity

- When creating a new visual identity, the agency has been set with the following task - Create a visual identity that still unambiguously indicates that it is a technologically advanced product coming from Japan, but respecting the requirements and standards of the European market.
- Clearly label the product with the 'Made in Japan' tag, which we want to communicate quality, reliability and technological advancement.
- The new visual identity, especially its application on the packaging, must clearly deviate from the usual packaging and visual identity of competing products.
- It was important for us that the back of the packaging contains the instructions, the declaration and all the necessary data fully adapted to the market and translated into Serbian.



1.1 /Product renderer and videos

- High quality rendering and product views as the basis of marketing materials.



2. / Marketing



2.1 / OOH



What, upside down?!
Toothbrush without paste.



2.2 / Digital, Media & PR

Google Ads & Local Display

- Wide lease on all leading portals.
- Greater brand awareness and sales growth.



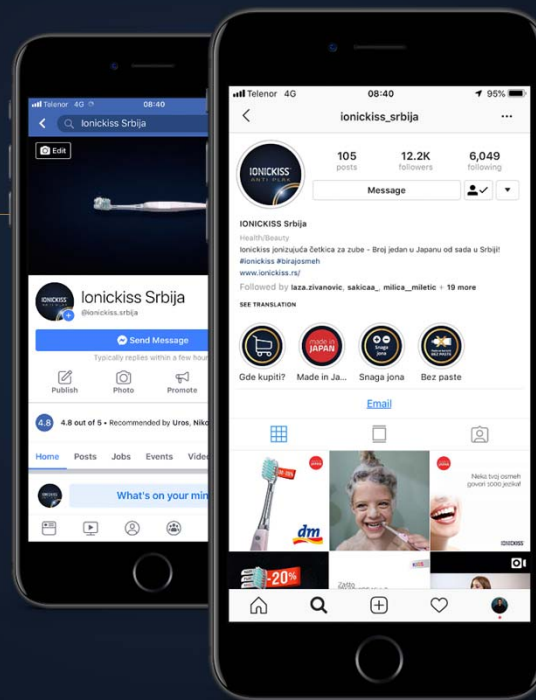
2.3 / Social network



Page Likes: 1,717

Regular monthly campaigns with high engagement rate and low CPE.

Influencers: Yes



Follower: 12,229

Regular monthly campaigns with high engagement rate and low CPE.

Influencers: Yes

2.4 / Influencers



- Name: Boris Stamenković
- Profession: Dentist
- Social Media Channel: Primarily Instagram

- **Nr. Of Followers:** +103.000
- **Target Audience:** Female, 20-45, engaged shoppers



- Name: Tijana Savić
- Profession: TV host
- Social Media Channel: Primarily Instagram

- **Nr. Of Followers:** +84.500
- **Target Audience:** Female, Parents, Engaged Shoppers



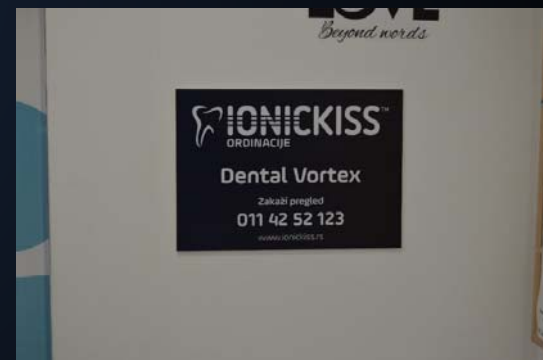
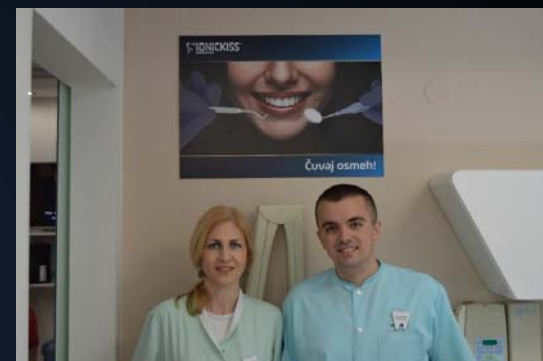
- Name: Teodora Miljković
- Profession: Influencer
- Social Media Channel: Primarily Instagram
- **Nr. Of Followers:** +18.700
- **Target Audience:** Female, 18-30



- Name: Jana Dačović
- Profession: Influencer
- Social Media Channel: Primarily Instagram
- **Nr. Of Followers:** +669.000
- **Target Audience:** Female 10-25

3. / Dental support Ionickiss

- Ionickiss private practices represent a unique network of dental offices that provide quality and professional dental services in cooperation with our brand.
- Dentists recommend Ionickiss toothbrushes because of its benefits.
- Practices are branded in the spirit of the Ionickiss visual.
- The call center that is connected to the interactive map on our site www.ionickiss.rs sends patients to the offices that are members of the Ionickiss system.
- In addition to the materials that doctors receive, we organize dental conferences and lectures for them.



Thank You!

Prepared by: Aleksandar Divac



May 2019

The logo for IONICKISS ANTI PLAK, featuring a large, glowing, golden-yellow circular arc on the right side of the slide. The text 'IONICKISS™' is in a bold, white, sans-serif font, and 'ANTI PLAK' is in a smaller, golden-yellow, sans-serif font below it.

IONICKISS™
ANTI PLAK