

BRUSHO CONCEPT

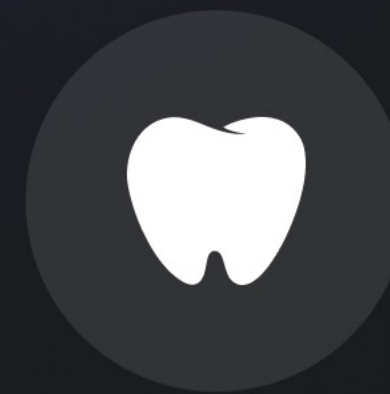
"BrushO" is a fusion of "Brush" and "Oral," with the "O" designed to resemble an open mouth expressing surprise and delight. This symbolizes the brand's unique "Brush and Earn" business model, which ushers in a new era of intelligent oral care, evoking feelings of excitement and joy.



Heart Gesture



Shield



Tooth



LOGO INTERPRETATION

The logo is expertly crafted using a color palette of blue, green, and white. Blue symbolizes technology, while green represents environmental sustainability. The combined blue and green elements form a shape that resembles a heart gesture, a protective shield, and a gentle, flowing ribbon, all of which enfold a healthy, white tooth. This design signifies a commitment to environmentally friendly standards, enhanced by innovative Web3 technology, ensuring the gentlest and most secure protection for everyone's teeth.