

BURST

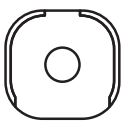
A NEW FRONTIER IN FLOSSING

Congratulations on joining our flossy posse! You must be feeling pretty darn pleased with yourself, and so you should. But before you string up and start shimmying it between those molars, below is everything you need to get started, with tips to help you floss like a boss...

Hamish 😊 Brittany 😊

THE "ODDLY PERSONAL"
FOUNDERS OF BURST

WHAT'S INCLUDED WITH YOUR STARTER PACK?



BURST Floss Case

Your sleek, sustainable BURST Floss case is the finest looking, *eco-friendly alternative* to anything we've seen before.



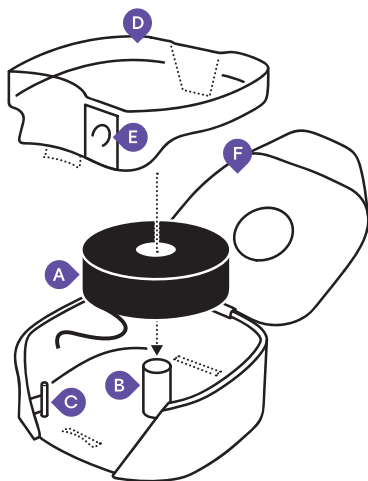
BURST Floss Bobbin

A 32-yard bobbin of expanding black BURST Floss. This awesome floss will effortlessly lift away any plaque and bits of food lurking between your teeth.



Your Subscription

At regular intervals we'll pop a refill bobbin in the mail for you. You can just slide it into your kit with all the smoothness of Marvin Gaye.



INSTRUCTIONS

1. To open, turn over the floss case and squeeze the two hooks on the underside of the case
2. Pull off the floss cover (D)
3. Place the bobbin (A) on the spool (B) and thread the floss around the dispensing post (C)
4. Replace the floss cover (D) and pull a good amount of floss through the cutter (E)
5. Close the lid (F)



Brittany
Founder

**'Go forth and
get flossing!'**

Hamish
Founder

We weren't born knowing how to floss and it can be tricky, so let's start with an analogy:

Imagine for a moment that each one of your teeth is a beautiful castle. Around each castle is a circular shaped moat. This moat is where thousands of nasties that are trying to destroy your castle live and it's your job to save the kingdom from the impending doom of gingivitis. Dramatic? Yes, but you get the point!

So, let's get our experts to show you how it's done...

HOW TO FLOSS

BY CHARLOTTE STIRK, DENTAL HYGIENIST

1. THE SETUP

Gather a good length of our floss around one of your middle fingers. Wind a few inches around the middle finger on your other hand as a second floss holder.

2. GET A GRIP

Pinch the floss with your thumb and pointer fingers securely, leaving about an inch of space.

3. GLIDE

Gently move the floss in between each tooth making your way toward the gum line. Be sure the floss hugs the tooth in a "C" shape allowing it to disappear under the gums.

4. TAKE YOUR TIME

Move the floss up and down scraping the plaque from each tooth.

5. KEEP IT MOVING

As you clean each tooth, move the used floss over towards the middle finger you've named the "dirty" section so you have clean floss for each tooth.

Please scan for our video on how to refill and how to floss.



BENEFITS



Expanding technology

Quick science lesson:
saliva expands our floss
= more surface area
= deeper clean
= happy teeth!



Charcoal coated

Charcoal coated floss is adsorptive and anti-microbial, a win-win for healthy white teeth.



See what you clean

With our black expanding floss you literally see everything that's lurking - juicy!



Environmentally friendly

With BURST you'll be doing your bit for the planet: our case is reusable and refillable.