

**Company:** Small Businesses of Australia

**Nomination Submitted by:** Annette Densham, Award Writing Specialist

**Company Description:** Award Writing Specialist

**Nomination Category:** Company / Organization Categories

**Nomination Sub Category:** Company of the Year - Apparel, Beauty & Fashion - Small

**Nomination Title:** ohGiGi®

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 189 words used.**

ohGiGi® is a purpose-led, female-founded brand that's shaking up the way we think about oral care, starting with what's in our toothpaste. The idea was born from founder Karen Tan's personal health journey. In 2015, Karen was diagnosed with multiple chemical sensitivities. As an architect studying building biology, she began eliminating hidden toxins from her environment, only to discover that even "natural" toothpaste was full of sweeteners and wrapped in plastic. She took matters into her own hands and started blending her own.

By 2021, ohGiGi was officially launched, offering Australian-made, sweetener-free, non-toxic toothpaste powders made with ingredients like micro hydroxyapatite, bush botanicals, and Ayurvedic herbs. They come in reusable glass jars and compostable refill sachets, and have already saved more than 52,500 toothpaste tubes from landfill.

Today, ohGiGi is stocked in over 100 stores across Australia and growing fast, with online sales booming and plans to expand internationally. From just \$2,700 in revenue in 2021, the brand is now on track to hit \$450,000 in 2025.

ohGiGi is about creating a lifestyle that's low-tox, planet-friendly, and health-first. It's a small shift with big ripple effects.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

I just wanted to stop feeling sick. In 2015, I was diagnosed with multiple chemical sensitivities. After stripping back my environment, the symptoms came back. One day, I picked up my 'natural' toothpaste and realised it still contained synthetic chemicals, sweeteners, and came in plastic.

What began with hand-blending organic tooth powders at home turned into ohGiGi®, a purpose-led, oral care brand on a mission to reduce chemical exposure and plastic waste. Since launching in 2021 with \$2,700 in revenue, we've grown: \$61,000 in 2022, \$224,000 in 2024, and on track to reach \$450,000 in 2025.

We've in over 100 retailers and gone from 13 stockists in 2023 to over 100 in 2025, including major eco-retailers like Biome and Go Vita. Our partnerships with Oborne Health Supplies and Vital.ly opened doors to retail and clinical markets. We're also stocked through platforms like Faire, and more health-focused wholesalers continue to reach out.

We've expanded to include travel kits, about to relaunch our tongue cleaners in shelf-ready packaging and mouthwash/oil pull product is in development, launching later this year.

We've saved 52,500 toothpaste tubes from landfill using refillable jars and biodegradable sachets. Each jar diverts 2.5 plastic tubes, and each sachet diverts 6.25. Our products are 100% plastic-free, and packaging is recyclable or compostable.

We've won the Diamond Product Sustainability Award, Best Toothpowder at 2025 Beauty Shortlist Wellbeing Awards, Best Oral Care Product at SHE-com Awards, and finalist in Australian Small Business Champion Awards.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 248 words used.**

While ohGiGi® is technically in the oral care space, we see what we do as something much deeper. We're not here to sell better toothpaste. We're here to help people feel better in their bodies, their homes, and the way they live, starting with one small habit.

Most oral care brands focus on whitening, foam, and artificial flavour. Even the "natural" ones often use sweeteners, synthetic agents, and plastic packaging. That never sat right with me. So I created something that feels different, because it is different.

Every ingredient in our powders is there for a reason, to support the oral microbiome, gut health, brain clarity, and reduce chemical load. We avoid the nasties, using herbs, minerals and botanicals that benefit the whole system, not just your teeth. Our powders are clean, effective, and free from fillers or fluff.

Globally, over 1.5 billion toothpaste tubes are thrown away each year. Most end up in landfill or the ocean, where they'll sit for hundreds of years. ohGiGi® was created to break that cycle. We use refillable glass jars and certified home-compostable refill sachets that break down in your backyard compost bin. So far, we've saved more than 52,500 tubes, with a goal of one million.

We've also eliminated excess in our shipping. No bubble wrap, no void fill, just recycled cardboard satchels. Our supply chain is intentionally local, using Australian bush botanicals and minerals to reduce emissions and support small growers.

It's a better way to live.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 229 words used.**

Our comprehensive Support Document includes detailed information on our ingredients, packaging, production, environmental impact, financial growth, and customer experience.

The document outlines exactly how our products support holistic health, highlighting ingredients like micro hydroxyapatite, Australian bush botanicals, and Ayurvedic herbs that support the oral microbiome, gut health, and brain clarity. It also details the absence of sweeteners, SLS, fluoride, or synthetic foaming agents, and our commitment to being 100% vegan, gluten-free, and toxin-free. Plus shows off our new products including our new flavour free range for those with sensitivity and sensory needs.

On the sustainability front, the document includes visuals and metrics showing how each refillable glass jar saves 2.5 toothpaste tubes, and each home-compostable sachet saves 6.25 tubes from landfill. To date, we've saved over 52,500 tubes, with clear projections toward our goal of one million.

We also provide comparisons with other players in the industry, from mainstream brands like Colgate and Unilever, to niche natural competitors, explaining how our sweetener-free, fully compostable, and zero-waste model stands apart.

The document includes verified financials showing revenue growth from \$2,700 in 2021 to a projected \$450,000 in 2025, along with our partnerships with Oborne Health Supplies and vital.ly, and insights into our production capacity and scale-up strategy.

You'll find customer testimonials and a link to real-time reviews that illustrate our product impact and loyalty.



## Attachments/Videos/Links:

[ohGiGi®](#)



[REDACTED FOR PUBLICATION]