

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 - Manufacturing - 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 198 words used.

ohGiGi® is a purpose-led, female-founded manufacturer and retailers 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, after being diagnosed with multiple chemical sensitivities. As an architect studying building biology, she began eliminating hidden toxins from her environment, to discover that even "natural" toothpaste was full of sweeteners and wrapped in plastic. She started blending her own.

By 2021, ohGiGi was officially launched, manufacturing and supplying 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.

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. While still manufacturing from a home-based factory up to 3000 jars per week, there are plans to upscale into a larger manufacturing plant to scale the business.

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 248 words used.

When I was diagnosed with multiple chemical sensitivities, I found my 'natural' toothpaste contained synthetic chemicals, sweeteners, and came in plastic.

I began hand-blending organic tooth powders at home creating ohGiGi®, a purpose-led, oral care brand to reduce chemical exposure and plastic waste. Since launching with \$2,700 in revenue, and grown by \$61,000 in 2022, \$224,000 in 2024, and on track for \$450,000 in 2025.

We manufacture up to 3000 jars per week (approx. 180 kg of tooth powder/week) and as we scale, we'll produce up to 6,000 jars per batch to meet growing demand more efficiently. All products are formulated and manufactured in-house, allowing for full control over ingredient quality, packaging integrity, and sustainability. Small-batch production ensures freshness, consistent texture, and precise quality control.

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 diverting 2.5 plastic tubes, and 6.25 from each sachet. Our products are 100% plastic-free, and packaging is recyclable or compostable.

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 247 words used.

While ohGiGi® is technically in the oral care space, we see what we do as something much deeper. As a manufacturer, we don't just make better toothpaste, we help people feel better in their bodies, homes, and the way they live, starting with one small habit.

Most oral care manufacturers 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 235 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.

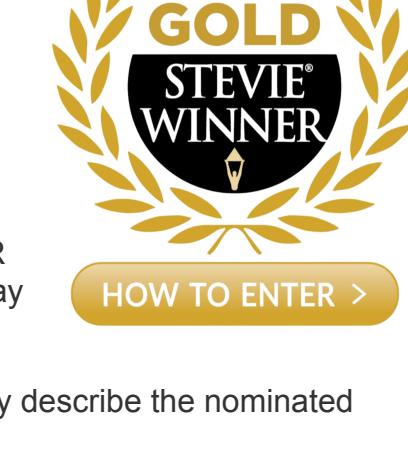
It also shows our manufacturing processes.

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]