

REACH

NEW
PRODUCT
LAUNCH

ETA: May 2025

Reach® Essentials
Medium Toothbrush with Cap,
6 Count



PERRIGODIRECT

REACH

Item LPB19206 Reach Essential MTB

REACH Essentials toothbrushes remove plaque deep between teeth and along the gum line with multi-angle bristles for a more complete clean. Our REACH Tip design effectively cleans hard to reach places in the back of your mouth. Other features include a tongue cleaner to remove bad breath causing bacteria and a contoured handle made of soft rubber and plastic for a comfortable cushion grip.

Consumer Insights

- Free Brush Cap Included!
- 6 Count Value Pack provides high quality oral care for the entire family
- Medium bi-level bristles clean and remove plaque along the gum line
- Angled neck and bristles for a total mouth clean
- Assorted Colors

Pricing

- SRP: \$3.49
- Price: \$2.46 unit/\$88.56 case
- **Margin: 42%**

Availability

- May 2025





Specifications:

Item#	LPB19206
NDC	None
Item UPC	840040192064
Case UPC	10840040192061
Inner Case Pack	4
Outer Case Pack	36
Item Dimensions	4.75 x .875 x 10.38
Case Dimensions	10.375 x 10.5 x 9.875
Case Cube	0.79
Case Weight	8.80
Ti/Hi	10 x 5
Cases per Pallet	50
SDS Required	Not Required

Pricing:

Unit Price	\$2.46
Case Price	\$88.56
SRP	\$3.49
Margin	42%