



GO | MOUTH  
**WASH**



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## FOUNDERS

Mother Son Team



### Karen Loper

Packaging Engineering background in a variety of sectors, including consumer products, automotive, and medical.

Founder of her first CPG brand in 2018, and most recently full-time with Go Mouthwash.

**Founder and CEO**



### Austin Loper

Founded his first company in 2016 before Go Mouthwash, called KOM Cycling, and since then, he and his team have brought 25+ unique products to market, distributed in bike shops domestically and internationally.

**Co-Founder**

WOMEN  
OWNED

# OUR BRAND



## CONVENIENT FOR CUSTOMER.

Bad breath can happen to anyone, anywhere. Not wanting to be caught off guard meeting friends, co-workers, dates, we determined there was an essential need for this easily portable mouthwash. From day one, a leak proof package and pocket friendly design was front of mind.

## NO COMPROMISE ON QUALITY.

This custom formulated mouthwash is not only tested and manufactured under the renowned ISO standards at a state of the art manufacturing facility but also regularly tested at a third party independent lab for no compromises on quality.

## DON'T BE BORING.

Existing oral care brands have outdated packaging that doesn't resonate or spark interest in consumers. We made it inevitable this does not happen when they see Go Mouthwash.

# NEW HOSPITALITY LINEUP



## GMW COLLECTION

### **DESIGNED WITH FEEDBACK FROM INDUSTRY LEADERS**

In close collaboration with our valued hospitality clients, we've crafted a fresh and tailored design to cater to their specific requirements. With immense pride, we unveil the GMW Collection – a sophisticated lineup meticulously curated with hospitality at its core.

### **SIMPLE, SLEEK, UNIVERSAL**

The GMW Collection packets by Go Mouthwash embody an aesthetic of simplicity, sleekness, and universality, offered in both matte white and matte black options, and showcasing our refreshing mint mouthwash flavor.

### **PRIVATE LABEL**

We are allowing select partners to private label with us to add mouthwash packets to their existing lineup.



# GMW COLLECTION



SINCE LAUNCHING THE GMW COLLECTION  
WE'VE SEEN SALES FROM

AN *d*AZ<sup>®</sup>  
HOTELS & RESORTS

CURIO  
COLLECTION  
by Hilton™

*NOBU HOTEL*

  
RELAIS &  
CHATEAUX

THE LANGHAM

ALDERBROOK  
RESORT & SPA

TAPESTRY  
COLLECTION  
by Hilton™



 **airbnb**

**nuveen**

FOUR SEASONS

TUSCULUM  
CIRCA FARM™ 1747



WHITE ELEPHANT™



  
THE ARTEZEN<sup>®</sup>

HUDSON YARDS<sup>®</sup>  
NEW YORK



GRAND TETON  
LODGE COMPANY

  
The Spa

SENSEI

# PLACEMENT



## IN ROOM

### Luxury Amenity

Delight guests with Go Mouthwash in their room, refreshing them after a long day of traveling!



## FRONT DESK

### Warm Welcome

Greet your staff and potential clients with a unique offering at the front desk.



## WELLNESS

### Treat Yourself

Treat your guests to refreshing mouthwash while at the spa, pool, or gym.

# SUSTAINABILITY

## ENVIRONMENTAL ADVANTAGES

- **Source Reduction** our packets use up to 90% less plastic than equivalent plastic bottles.
- **Reduces greenhouse gases** in manufacturing by utilizing 1/2 amount of energy to produce vs traditional travel size bottles/caps.
- **Transportation benefits** - The compact design allows for the shipment of a significantly larger number of flexible packets compared to traditional containers. This results in a high product-to-packaging ratio.
- **Sanitary & Tamper Proof**





“BUT WHEN WE ASK IF BULK CONTAINERS ARE SOMETHING THAT PEOPLE ARE WILLING TO ACCEPT, THE ANSWER IS **LOUD AND CLEAR**. 72% OF THE SURVEY RESPONDENTS SAID **DISPENSERS DON'T CONVEY LUXURY**, WHILE 87 PERCENT GET THE IMPRESSION THAT THEY ARE BEING USED TO REDUCE COSTS.”





# PACKAGING INFO



MW250-LX-BL



MW250-LX-WT

**Packets:** 250 Packets in Total

**Dims:** 11.5" x 6" x 6"

**Wt:** 7.5lbs

**FOB:** Lansing, MI 48906

**Terms:** Net 30

**Master Case:** Contains 4 boxes of  
MW250-LX-BL

**Packets:** 250 Packets in Total

**Dims:** 11.5" x 6" x 6"

**Wt:** 7.5lbs

**FOB:** Lansing, MI 48906

**Terms:** Net 30

**Master Case:** Contains 4 boxes of  
MW250-LX-BL

# THE INDUSTRY IS EXCITED!

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## HB HOTEL BUSINESS



### LESSON PLAN

Choice to use upscale strategy to integrate and grow Radisson additions

**Hotel Brokers**

Annual report & list

### AMENITIES



Go Mouthwash has recently expanded its suite of offerings for guests.

## On-the-go mouthwash offers fresh solution

By Abby Elyssa  
Digital Content Manager

While studying at Michigan State University, Austin Loper struggled to find gum or mints that would freshen his breath in between classes. He wanted the mouthfeel and freshness that mouthwash provided without having to carry around a clunky, leaky bottle—definitely not ideal for busy campus days.

Loper went to his mother, Karen, a packaging engineer, with his problem. Combining his product development experience with her expertise, the mother-son duo collaborated to form Go Mouthwash, an on-the-go option for all-day freshness. And the product not only works well for college students, but busy travelers and hotel guests as well.

"Travelers can ignite the confidence they need to start their day or set their minds at ease with an on-the-go freshness experience that's perfect

for travel," said Austin Loper. "Go Mouthwash packets are TSA compliant, making them ideal for everything from carry-on luggage to slipping into your gym bag when you have a big day ahead."

Utilizing its relationship with TerraCycle, Go Mouthwash's packaging is also fully recyclable, making it easy for consumers to stay sustainable on the road.

Additionally, individual mouthwash packets are free of gluten, artificial dyes, colors and harsh ingredients that can stain. Go Mouthwash is also 99.6% alcohol-free and never tested on animals.

The company launched with the mouthwash solution and recently expanded into a full amenity suite of individual packets, including mouthwash, body lotion, 2-in-1 shampoo/conditioner and body wash, making it simple for travelers to stay fresh on the road.

"For hotel leaders, giving your guests an enhanced experience means providing everything from heated towels to toiletries in order to stand out in a hyper-competitive market," Karen Loper said. "Until now, providing mouthwash meant using a bulk mouthwash dispenser/disposable cups or clunky small bottles of bright blue mouthwash. In the post-pandemic era, some with sanitary concerns put a damper on an elevated experience. Bulk containers don't convey luxury. That's what studies are showing. Guests don't want to give up their single-use amenities."

According to the team, Go Mouthwash is in

independent luxury hotels and other properties, including a Four Seasons and a Tapestry Collection by Hilton hotel, with plans to expand to new locations looking to cultivate the in-room experience for their guests.

"Post-pandemic guests are eager to travel but have serious hygiene concerns. We combat these concerns by saying goodbye to dispensers and offering the perfectly dosed single-use tamper-proof amenities," Austin Loper said. "Then, sustainability is the other big topic right now in the amenity space. How can we make our guests' experience feel personalized yet not negatively impact the environment? We constantly hear from hotel owners about how their guests often leave close to half of the product still in the bottle upon leaving the hotel. Our packets are perfectly dosed and don't leave excess product in them, on top of being able to be recycled through TerraCycle."

Go Mouthwash is finalizing agreements with some of the larger distributors of hospitality operating supplies and equipment (OS&E), which, according to the company, will allow purchasing managers more access to stock the products at better prices and allow their guests to breathe fresh.

The company is also working on additional flavors (including one for children) and is continuing to focus on sustainability with more than 100,000 Go Mouthwash packets set to be donated this year. 🌱

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LETS FRESHEN UP  
YOUR HOTEL!