

Problem

Whiter Smiles, Painful Trade-Offs:

84% want whiter teeth—but 72% skip whitening due to pain. Peroxide gels hurt, harm enamel, and pollute. Consumers crave safer, cleaner solutions.

Solution

Whiten safely, smartly, and sustainably

- ✨ Lifts stains, strengthens enamel
- 😊 Peroxide-free, sensitivity-safe
- ☀️ Light-activated, no devices
- ⌚ Quick – 10-minute daily strips
- 🌱 Plant-based, eco-friendly

Market Size

TAM

Global teeth whitening market: \$7.68B

SAM

APAC: \$1.44B

SOM

Singapore: \$116M

Competitors

Feature	CURRENTBODY SKIN™	DENTAL CLINIC	Crest	LEAF
Mechanism	💡 LED	15-40% H2O2	10% H2O2	🌱 Plant-based
Enamel Repair	✗	✗	✗	✅
Duration	⌚ 20-40 min	⌚ 60 min	⌚ 60 min	⚡ 10 min

Contact Us!

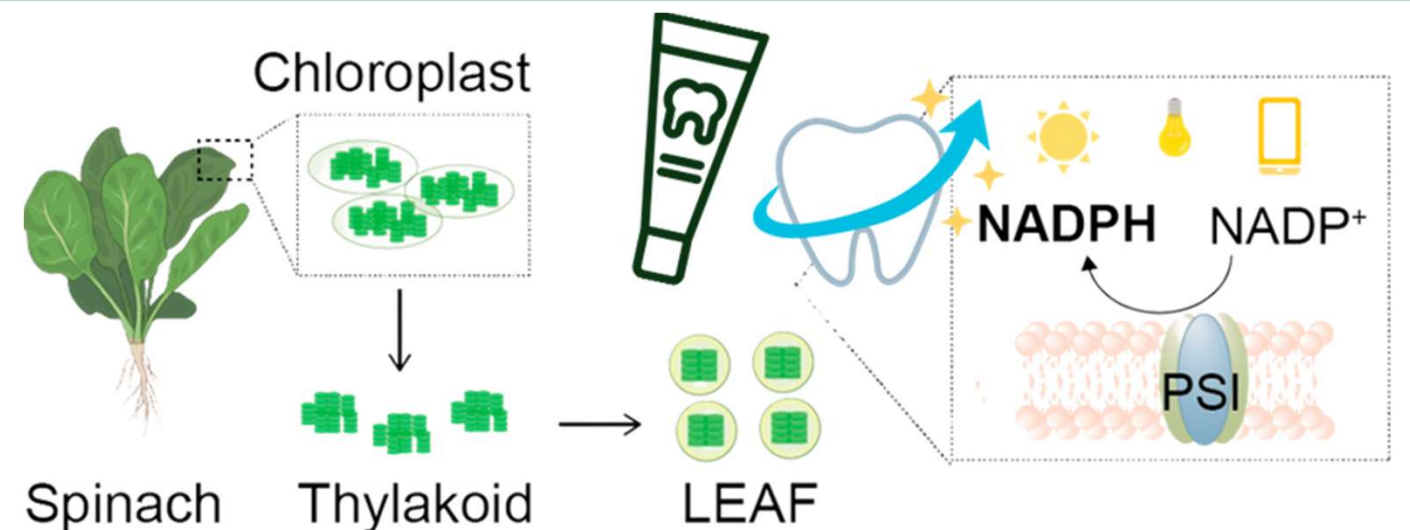


teamleaf5913@gmail.com

Value Proposition

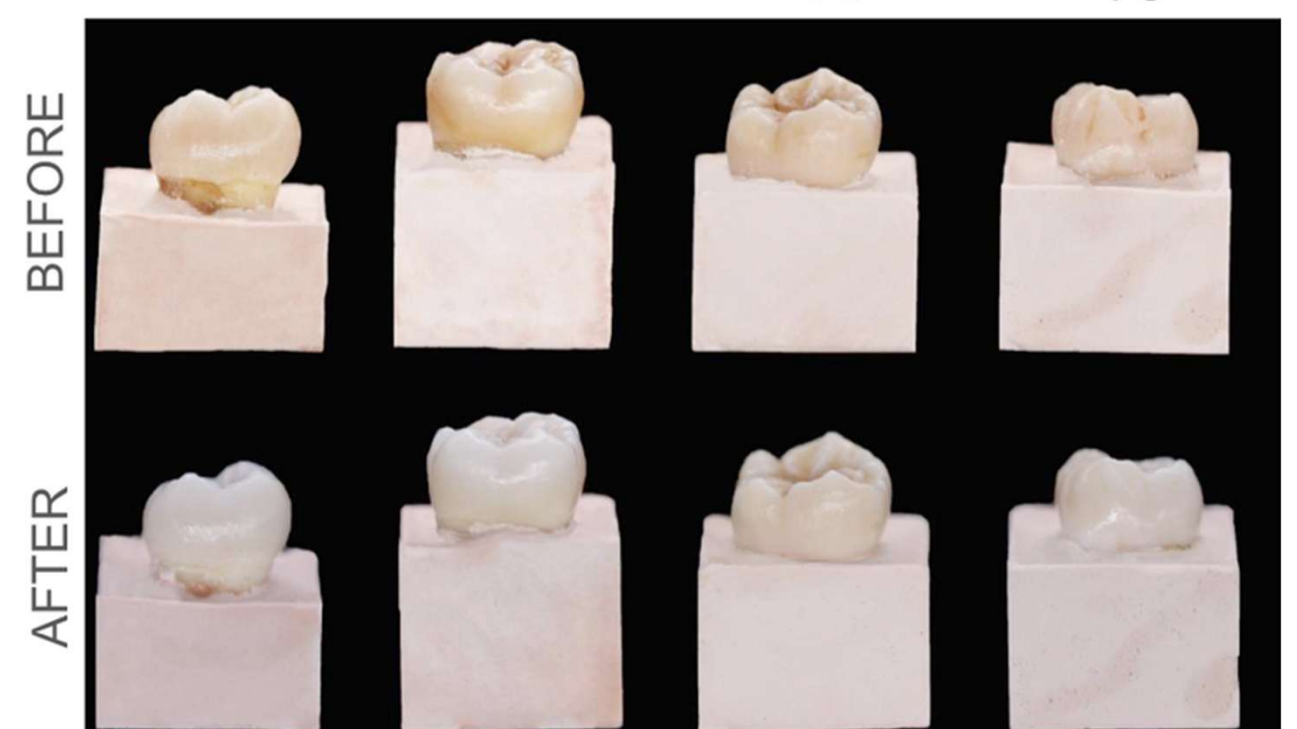
LEAF is transforming teeth whitening with a plant-powered gel that works in minutes—just with natural light.

No pain. No peroxide. Just a brighter, stronger smile, the clean and sustainable way.



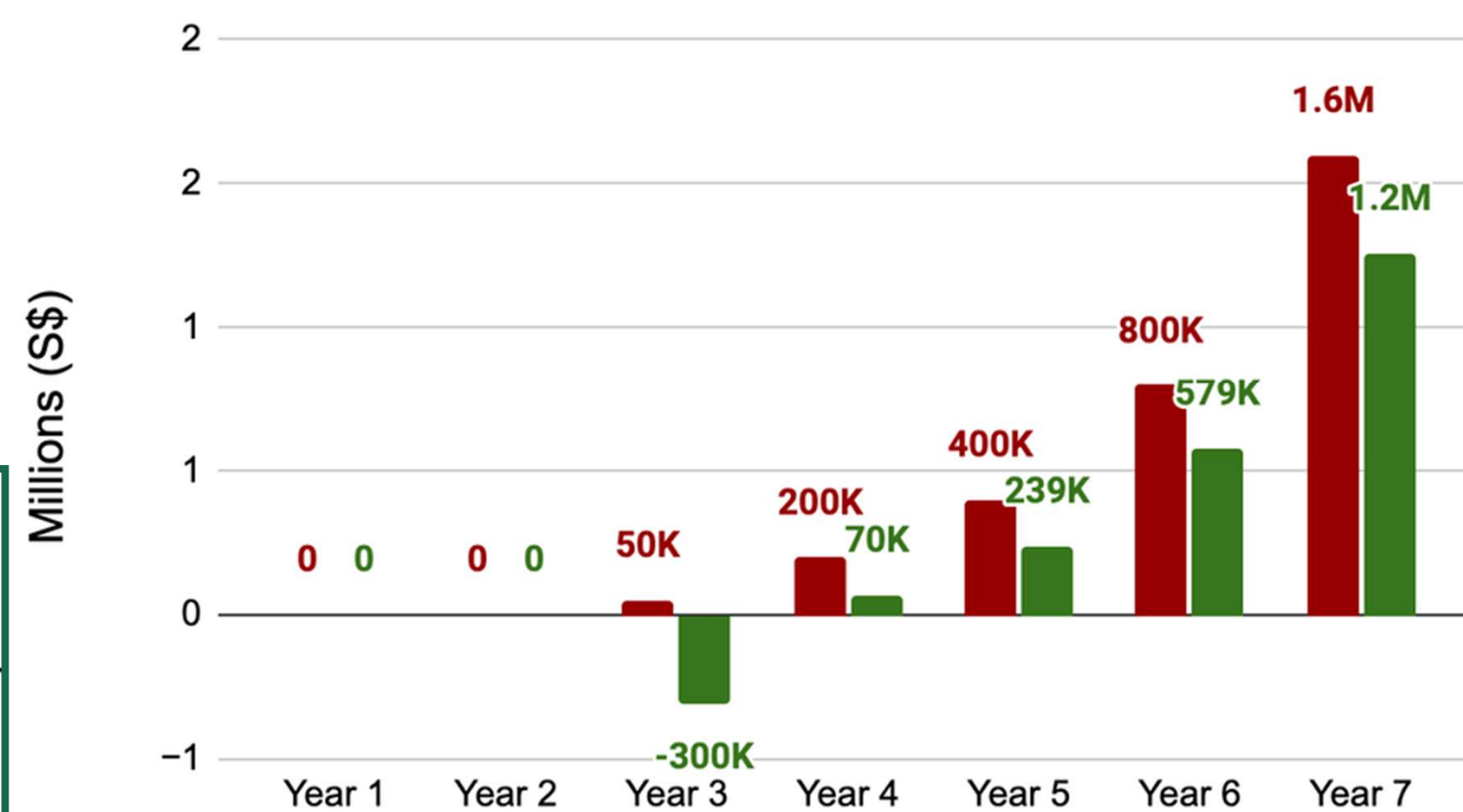
Hydrogen peroxide
40% 10%

LEAF solution
100µg/ml 200µg/ml



Financials

■ Sales ■ Earnings (EBITDA)



Meet the Team!



XING KUORAN
Tech Lead



A/P LEONG, DAVID TAI WEI
Deputy Head (Research)



PROF YE JUAN
Clinical Collaborator



Fucheng,
Team Lead



Junyi,
Marketing Expert



Pengxi,
Marketing Expert



May Enn,
Research & Development



Jiayi,
Business Analyst



Erik,
Business Analyst