

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™	BENTAL CLINIC	Crest	LEAF
Mechanism	💡 LED	15-40% H ₂ O ₂	10% H ₂ O ₂	🌿 Plant-based
Enamel Repair	✗	✗	✗	✓
Duration	⌚ 20-40 min	⌚ 60 min	⌚ 60 min	⚡ 10 min

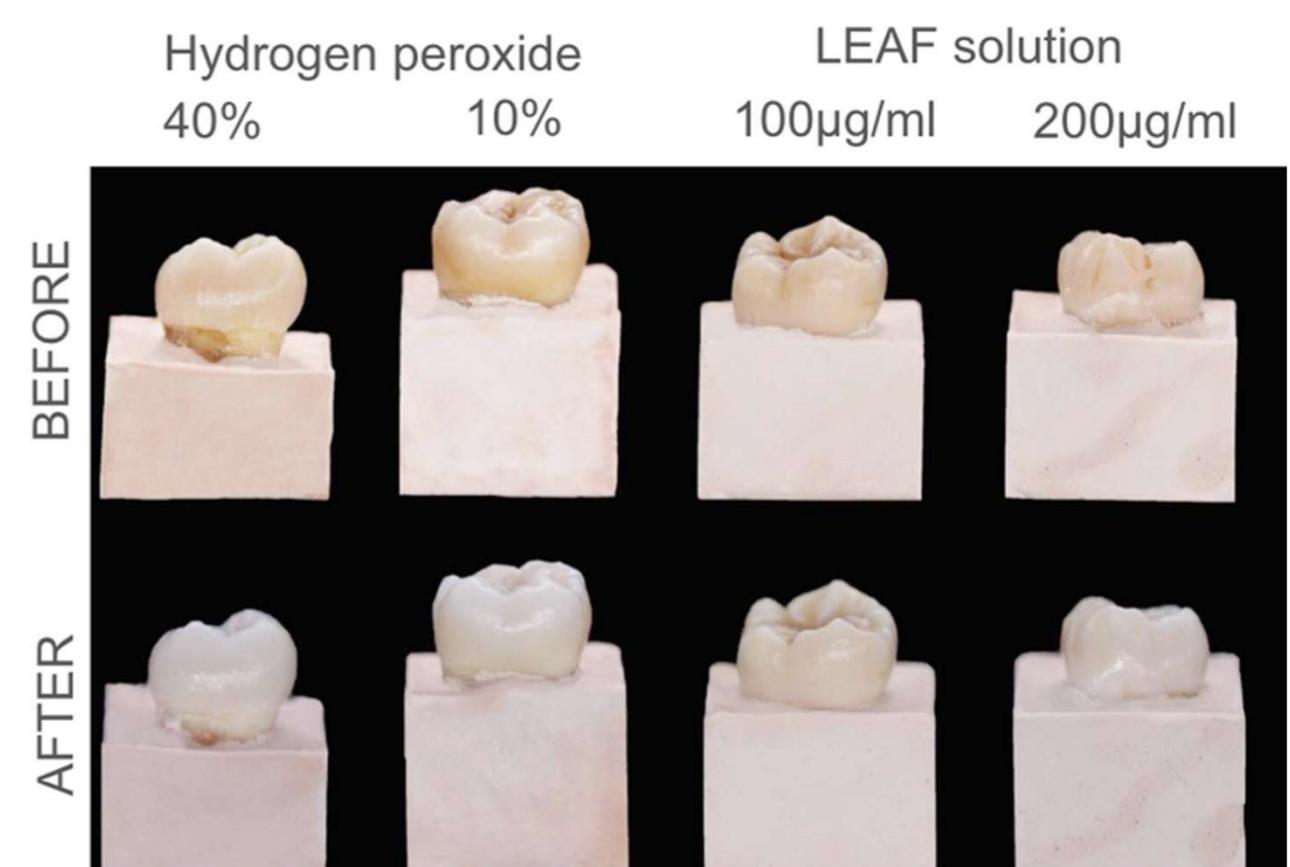
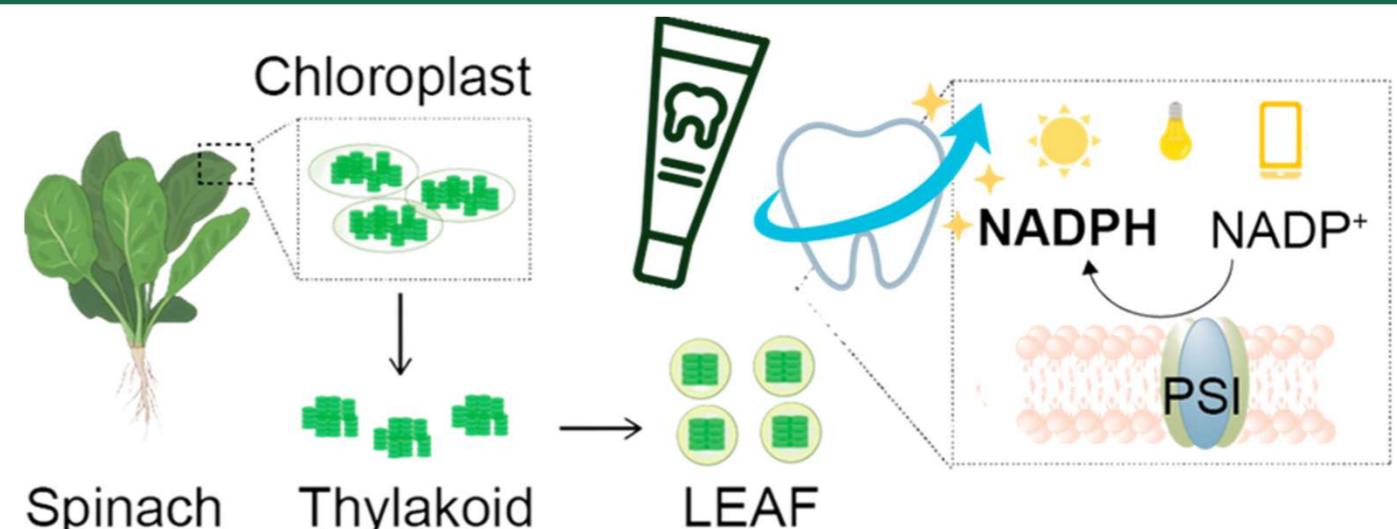
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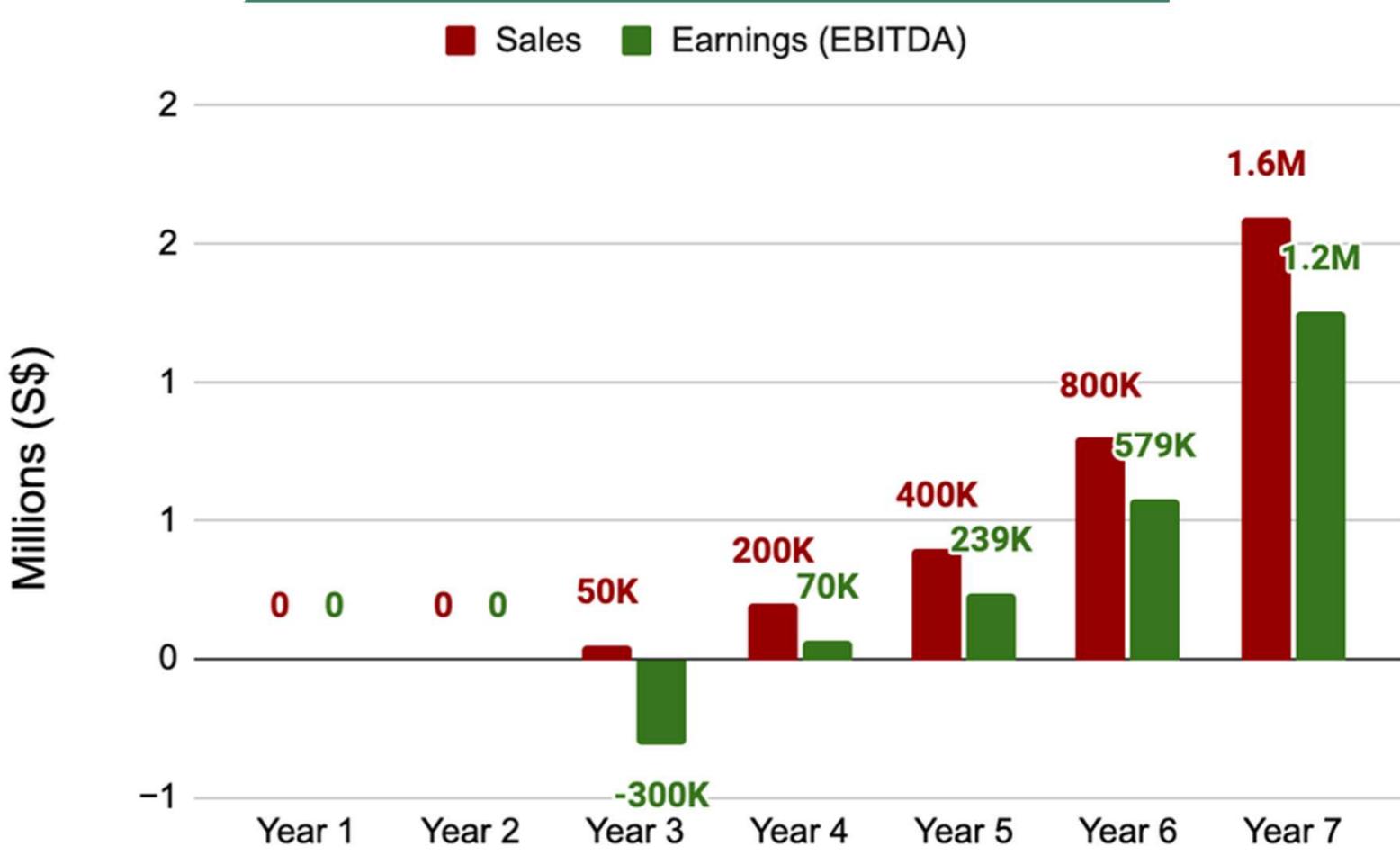
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Value Proposition

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.



Financials



Meet the Team!


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Tech Lead


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PROF YE JUAN
Clinical Collaborator


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