



GECA (Good Environmental Choice Australia) manages a Type 1 Ecolabel program in accordance to ISO 14024 "Environmental Labels and Declarations" and is the owner of the Good Environmental Choice Australia Ecolabel.

The following products and or services have been granted the use of the ecolabel and have been verified by an independent conformity assessment body that they meet the environmental, health and social/ethical criteria of the GECA standard.

**Licence number:** WIS-2023b  
**Issued to:** Wisdom Brands Pty Ltd  
**Issue date:** 08 November 2023  
**Licensee since:** 10 January 2023  
**Certified products:**

ALL SMILES PCR  
TOOTHBRUSH 4 PK -  
MEDIUM

ALL SMILES PCR  
TOOTHBRUSH 4 PK -  
SOFT

Certificate granted based on exception. Please contact GECA for further information

**GECA standard:** Recycled Products RP v1.0ii-2015  
**Address of head office** 8/4 Bronti St, Mascot, New South Wales,  
Australia, 2020  
**Conformance assessment by:** Bureau Veritas (BV)  
**Licence expiry date:** 07 November 2026

**Josh Begbie**  
**Chief Executive Officers**  
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North Sydney NSW 2060  
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ABN: 27 118 766 153*



Our vision is for a sustainable future for people and planet

## Conditions of your Good Environmental Choice Australia (GECA) Licence

You must:

1. ensure that the products or services listed on this certificate (Products) at all times comply with the relevant GECA standard;
2. at all times maintain a certificate of Conformance in respect of the Products issued by the relevant conformity assessment body;
3. comply with the GECA Certification Scheme Rules, including meeting all of your obligations and requirements as set out in those Rules;
4. not use with the Good Environmental Choice Australia Ecolabel trade mark other than under and in accordance with a GECA trade mark licence agreement; and
5. notify GECA, and the relevant conformity assessment body, of any changes to any of the Products, including any change in the design, composition, material, supplier, supply chain or method of manufacture, within 10 business days of any such change being implemented

This certificate may be suspended cancelled by GECA if a certificate of Conformance is suspended or cancelled by the relevant conformity assessment body. or otherwise in accordance with the Scheme Rules

This Certificate must not be displayed or otherwise used:

1. if it is suspend or cancelled by GECA;
2. after the licence expiry date listed on this certificate;
3. in any way that might imply that a product or service other than the Products has been certified as meeting a GECA standard; or
4. in any other way that is likely to cause deception or confusion amongst the public

Please do not reply to this email. For any support please contact your account manager or email [portal@geca.org.au](mailto:portal@geca.org.au)