

Apriori

T H I S I S T H E W O R L D O F A P R I O R I





Apriori brings the extraordinary to the everyday; a meeting point between form and function, where something looks, feels and performs at the highest aesthetic standards. This is a world where objects of necessity become objects of desire; where exceptional style is the only style.

Our exquisitely crafted dental accessories represent a seamless meeting of design and purpose. Fine ceramic, carbon fibre, and silver and gold details are brought together in a timeless silhouette that is as beautiful to look at as it is effective to use.

Using the materials, process and finesse of the highest quality timepieces, we have created an innovative collection that represents a fusion of quality oral care and striking aesthetics.

A PASSION FOR EXCELLENCE IN EVERYDAY: THIS IS THE WORLD OF APRIORI.



Each toothbrush takes weeks to create, resulting in a product that not only looks luxurious, but performs to the highest standard.

All our ceramic components are manufactured in the Netherlands, and our carbon fibre is sourced in Italy. Apriori products are exclusively assembled by hand in the U.K.

We take our time when it comes to designing and creating our exceptional products, using only the finest materials and techniques.

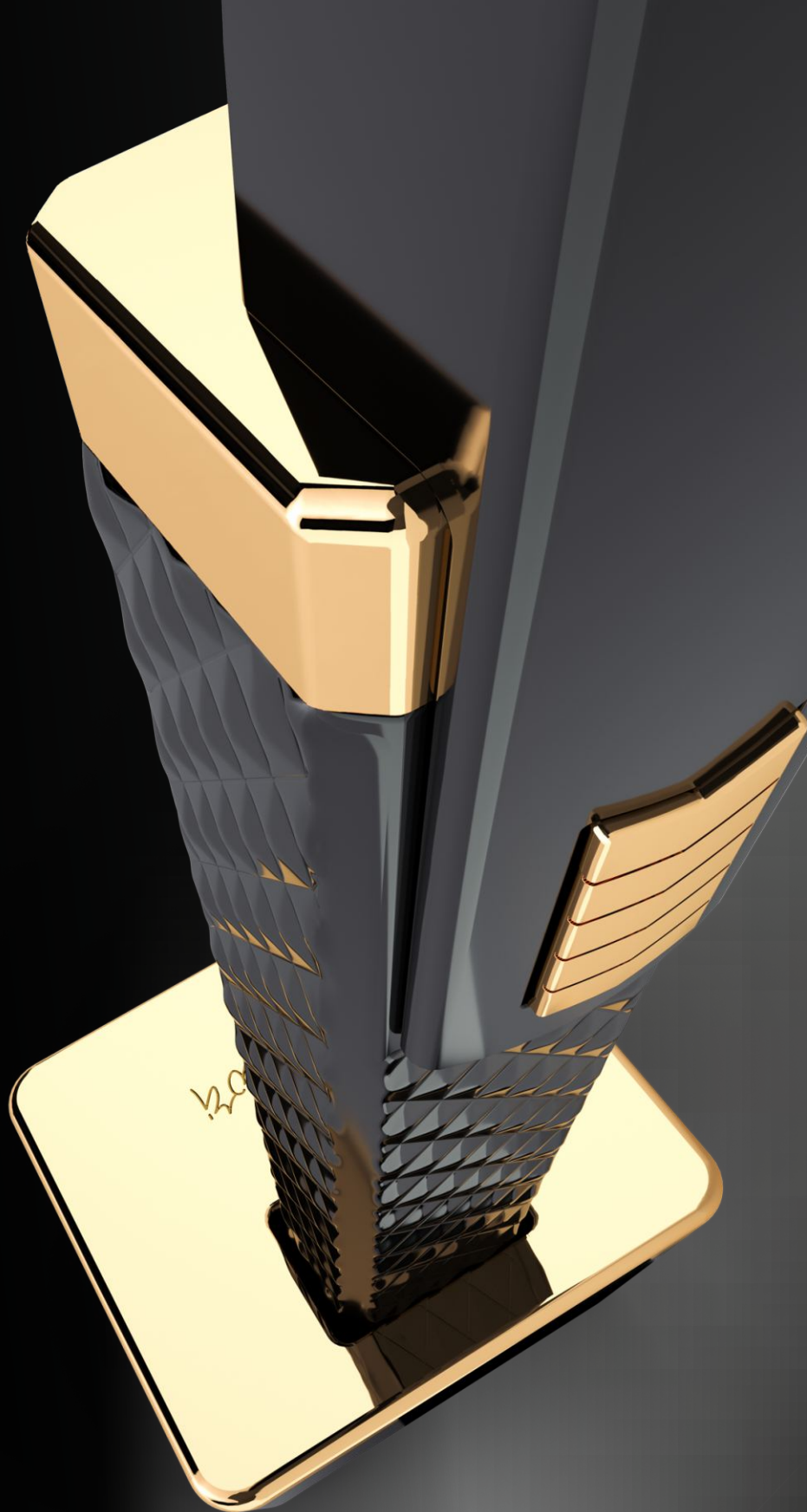
Our dental care range is the result of three years of rigorous research; a painstaking process that involved teams of experts who created and refined our designs, searched high and low for the very best possible materials, and then developed our products to the highest standards.



CERAMIC EDITION
BLACK/GOLD

CERAMIC EDITION
WHITE/GOLD

CARBON EDITION
GOLD



CERAMIC EDITION
BLACK/GOLD

Taking our inspiration from both the jewellery and watch industries for our ceramic range of products, you can be assured of excellence and craftsmanship in everything we produce.



CERAMIC EDITION
BLACK/SILVER



CERAMIC EDITION
BLACK/GOLD

Each toothbrush comes with its own elegantly designed toothbrush holder, and two spare heads.



CERAMIC EDITION
WHITE/SILVER



CERAMIC EDITION
WHITE/GOLD



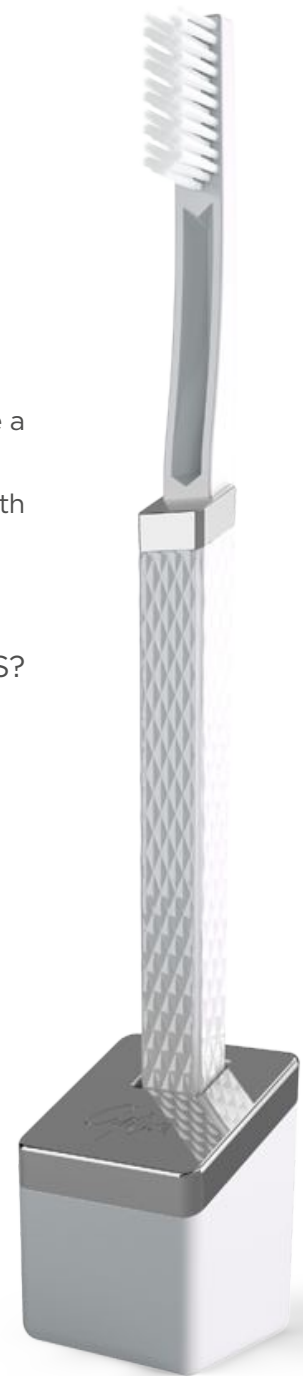
CERAMIC EDITION
WHITE/GOLD



CARBON EDITION
SILVER

Why not experience the exceptional everyday? Our aim is simple: we wanted to create a product that is sensational to look at, fusing this with a high degree of functionality. A product hand-crafted from the finest materials, that unites high-quality oral care with striking aesthetics.

WHY MISS OUT ON PURE LUXURY WHEN IT COMES TO EVERYDAY ITEMS?



CERAMIC EDITION
WHITE/SILVER



CERAMIC EDITION
WHITE/GOLD



CERAMIC EDITION
WHITE/GOLD

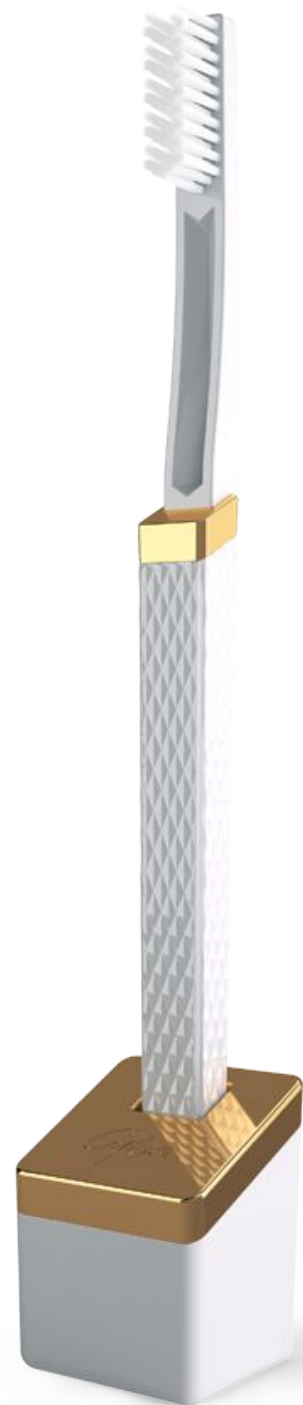


CERAMIC EDITION
BLACK/GOLD

When it comes to materials, ceramic is perfect fit for this luxurious dental care line. Our ceramic products have an organic, unique appearance, and a solidity that lends the design a satisfying weight, whilst maintaining its delicate appearance.

With its high-gloss finish and true white colour, Apriori has pushed manufacturing beyond its normal limits into a new, innovative space where form and function exceed expectations, opening up an infinite range of possibilities.

Classic and elegant, our ceramic Apriori products embody timeless sophistication and refinement.



CERAMIC EDITION
WHITE/GOLD



CERAMIC EDITION
WHITE/SILVER

CERAMIC EDITION
WHITE/GOLD

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CERAMIC EDITION
WHITE/SILVER



CARBON EDITION
SILVER

For a sleeker, sportier model look no further than our carbon fibre edition.

Light-weight and stylish, this product fuses modernity, panache and high function in one simple, yet refined, product.

Our ultramodern design uses forged carbon fibre exclusively made in Italy, taking inspiration from the automotive and sports industries.



CARBON EDITION
SILVER

EXTRAORDINARY

SOLID GOLD

Minimal in design, weighty to hold, luxurious to look at: this extraordinary edition is the epitome of sleek opulence. Total gold weight: 119 grams.



EXTRAORDINARY

HAND ENGRAVED

This toothbrush is truly extraordinary. Its unique design comprises sleek forged carbon, highlighted with stainless steel beautifully engraved by hand.





EXTRAORDINARY

DIAMOND EDITION BLACK

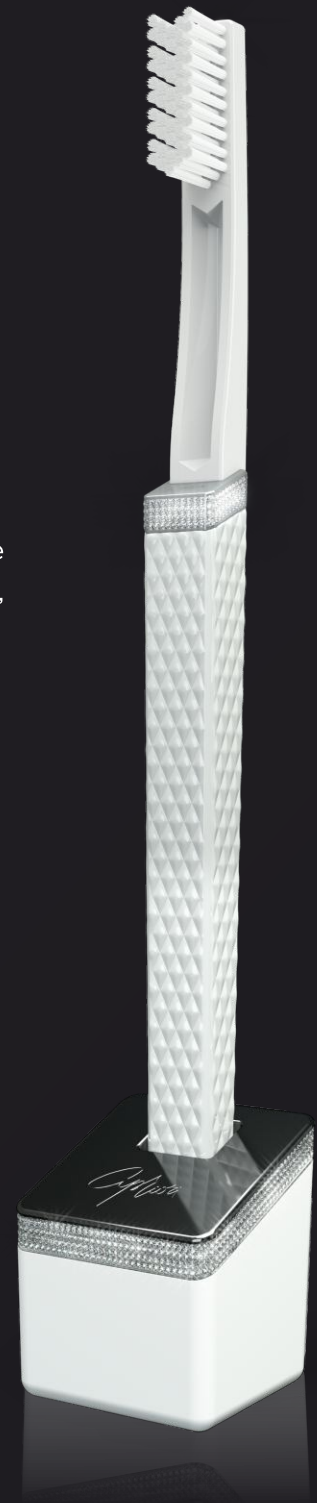
A sleek and sophisticated way to sparkle. Fine black ceramic is the perfect dark canvas for 512 spectacular pave diamonds. The precious stones are inlaid in pure, silver-white rhodium-treated stainless steel, highlighting both the handle of the toothbrush and the exquisite toothbrush stand.

EXTRAORDINARY

DIAMOND EDITION WHITE

A future classic. Fine white ceramic featuring 512 sparkling pave diamonds. The precious stones are inlaid in pure, silver-white rhodium-treated stainless steel, highlighting both the handle of the toothbrush and the exquisite toothbrush stand.

YOUR TEETH WON'T BE THE ONLY THING SPARKLING AFTER
USING ONE OF OUR EXTRAORDINARY DIAMOND TOOTHBRUSHES.



BE YOURSELF. BE UNIQUE.
EXPERIENCE THE EXCEPTIONAL EVERYDAY.

Apriori