

GoodSmile.

좋은 미소

COMPANY PROFILE



Our story

우리의 이야기가 시작됩니다

LET'S BE HONEST

Traditional teeth whitening isn't a great experience. It's painful, it's expensive, it causes sensitivity, also Uncomfortable

We knew there had to be a better way to whiten.

So we did the research, talked to the experts, and learned a lot about traditional whitening methods.

The cause of the trouble? **Peroxide**



OUR GOAL WAS SIMPLE

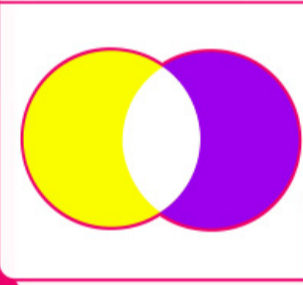
Create an at-home teeth whitening treatment that's just as effective as peroxide.

Without the nasty side effects.

치아미백세럼
IN 2023,

we launched our first Teeth Whitening Serum. It was safe, easy to use, and completely peroxide-free.

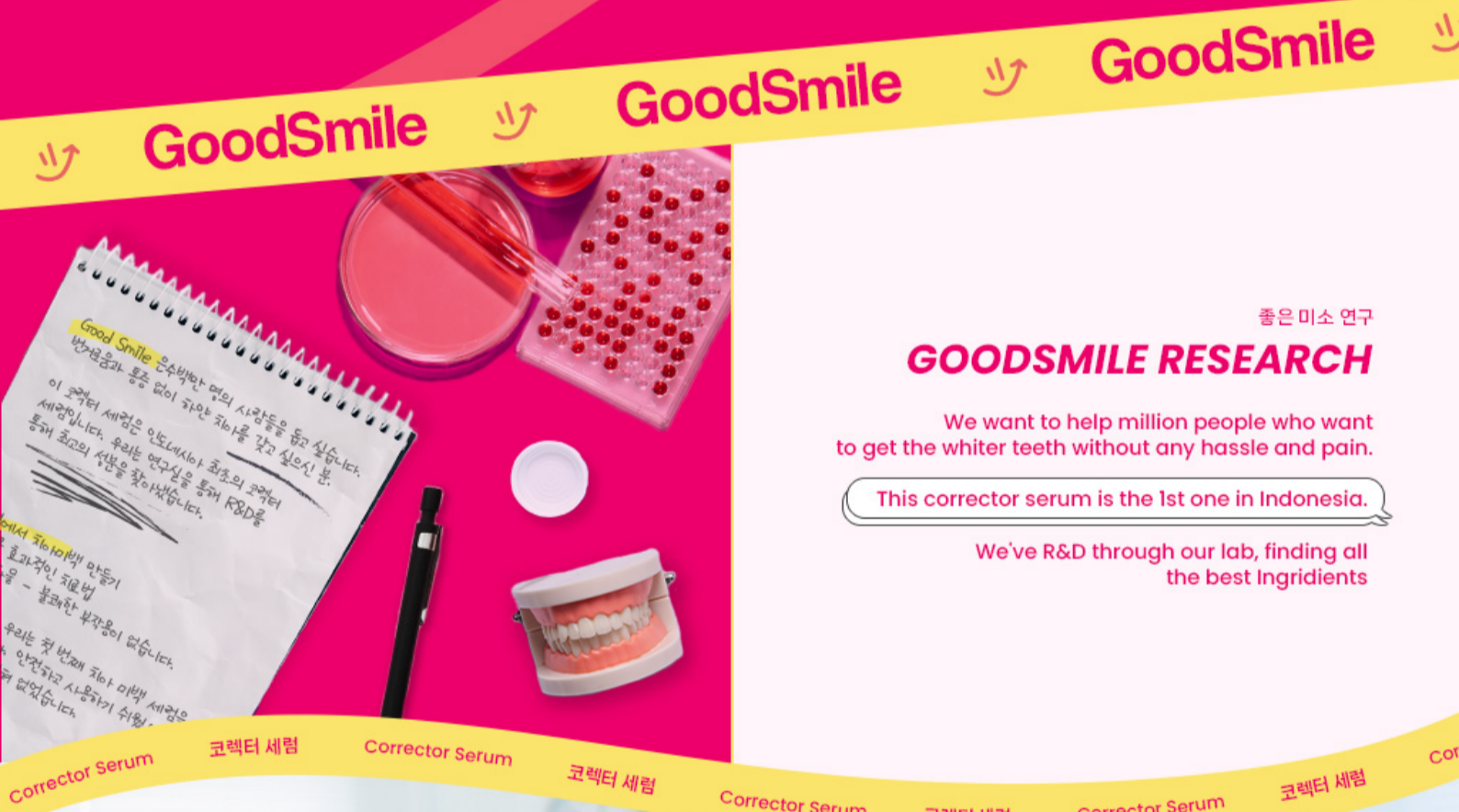
Color Correcting Tech



Non-Invasive treatment



Instant Brightening



좋은 미소 연구

GOODSMILE RESEARCH

We want to help million people who want to get the whiter teeth without any hassle and pain.

This corrector serum is the 1st one in Indonesia.

We've R&D through our lab, finding all the best Ingredients

OUR TAGLINE

Everybody can smile with confidence

Our solutions

우리의 솔루션



Ultimate Whitening



5 in 1 Oral Spa



Instant Whitening



Maximum Whitening



Everyday whitening



Fast Whitening

Our 1st Product

우리의 첫 번째 제품



HEARD OF PURPLE SHAMPOO?

Bet you haven't tried it for your teeth.

Here's how it works

Colour correction all starts on the colour wheel, where purple and yellow are complementary colours opposite to each other.

Applying purple onto your teeth will neutralise the yellow undertones and cancel them, revealing a perceptively brighter shade of white. Pretty cool right?

We found the perfect shade of deep violet purple that neutralises yellow.

This serum combination of two water-soluble dyes allow for any shade of yellow to be cancelled for the brightest smile, without leaving behind any residue.



색보정 기술

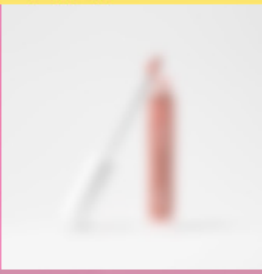
COLOR CORRECTING TECHNOLOGY

Color correcting technology is based on how complementary colors works.

Complementary colors are two colors that are on the opposite sides of the color wheel. When these colors combined into one, they will appear brighter.



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COMING SOON PRODUCTS!



Introducing

당신에게 소개

굿 스마일 케어 운동

GOODSMILE CARE MOVEMENT

What began in 2023 with the Teeth Whitening Serum has evolved into a community.

The best part?

It's built by people who care just as much as we do about the research, testing, and ingredients that go into their products.



GoodSmile



GoodSmile



GoodSmile



우리 치과의사

WE ALWAYS APPRECIATE EVERY DENTIST

We're building the future of smile care, one step at a time.

Every day we're in the lab, learning from our community, and working with leading dentists to develop products to make you look good, and feel even better.

As always, we're backed by science, and driven by the belief that smile care can and should be both effective, and safe.

Ready to join the movement?

문의하기

CONTACT US

Website
www.goodsmile.id

Email
goodsmilegrupindonesia@gmail.com

Instagram
goodsmile.official

Address
Office 8, Level 18-A, SCBD, Jalan Jenderal Sudirman Kavelling 52-53, Senayan, Kebayoran Baru Jakarta Selatan, 12190

