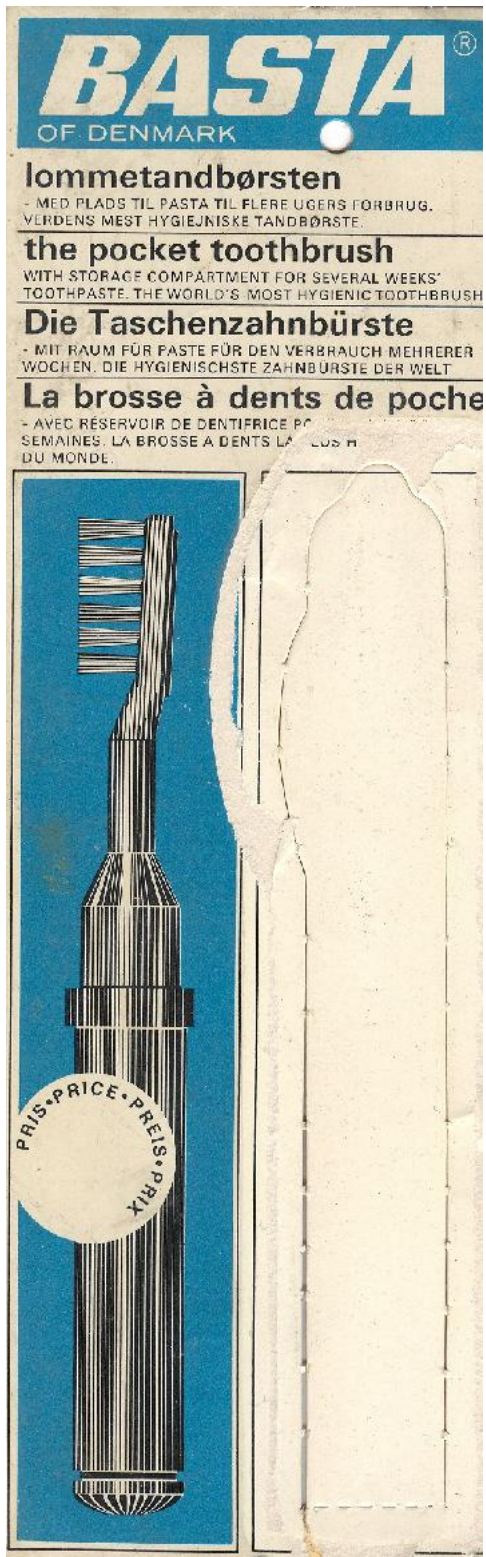


INVENTIONS ON DEMAND



BASTA

A queer job.

Mr. H. Bonde, Managing Director of BASTA TANDBØRSTER A/S asked us for assistance, but the invention he presented was fine and done. The year is 1969.

All I could do was to propose a more concentrated toothpaste to make the brush last longer.

I did so by cutting down on the traditional filler and abrasive. The new recipe extended the life time of the toothpaste with a couple of months. I am not sure the customer was happy and I wonder what he expected.