Road to Challenger Brands: Hello Products’ Craig Dubitsky on Saving Marriages With Toothpaste

In 2009, Craig Dubitsky had a radical idea: Personal care products should be friendly to consumers, animals and the environment. Thus Hello Products—a line of natural personal care products including a charcoal toothpaste Dubitsky says you can eat—was born.

Don’t miss **The Business of Marketing**, a new series featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/brand-marketing/road-to-challenger-brands-hello-products-craig-dubitsky-on-saving-marriages-with-toothpaste/