

Press Information
August 21, 2014

BMW Group DesignworksUSA and Hello Products Win Internationally Acclaimed Red Dot Design Award.

Los Angeles/ Munich/ Shanghai. BMW Group DesignworksUSA and Hello are proud to announce that they are a recipient of the 2014 Red Dot Award: Communication Design, which recognizes the best of those who distinguish their business through the art of design. Selected from more than 16,000 entries across 70 countries, the win is a nod to hello's distinctive packaging for its range of seriously friendly™ oral care products. Created in collaboration with BMW Group DesignworksUSA, hello's uniquely gorgeous packaging and friendly approach to oral care is helping change the way the world smiles.

"The hello team is honored to be recognized by Red Dot with this awesome award," says Craig Dubitsky, hello's founder and friendly CEO. "Apart from making safe, efficacious, and delicious products, a big part of our goal was to elevate the everyday; creating an enhanced experience in a huge global category that people interact with daily—and to do so with the incredibly talented team at BMW Group DesignworksUSA, and then to be recognized by Red Dot—is simply a dream come true."

"It's been a real treat to work with a passionate visionary like Craig," said Peter Falt, Director of Creative Consulting at BMW Group DesignworksUSA. "Taking his idea for thoughtful, friendly oral care from concept to reality in such a short time was a great challenge for us. We're excited to have been a part of bringing hello to life, and thank the judges and the Red Dot organization for this prestigious recognition."

In addition to hello's innovative exterior product design, the brand goes the extra mile to provide naturally friendly™ products on the inside. Made in the USA, hello's delicious products are vegan, free of triclosan, alcohol, dyes and artificial sweeteners, and are never tested on animals. The design was based on an ergonomic approach to surfacing, allowing for the creation of fluid and comfortable touch points.

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BMW Group DesignworksUSA

BMW Group DesignworksUSA is a creative consultancy that's been driving innovation for forty years. Acquired by BMW Group in 1995, DesignworksUSA enables its parent company as well as internationally-renowned clients outside the automotive industry to grow their businesses through design and a portfolio of creative consulting services. With clients including Coca Cola, Dassault Aviation, Embraer, HEAD, HP, Intermarine, John Deere, Microsoft, Bay Area Rapid Transit (BART), Siemens and Varian Medical Systems, DesignworksUSA is deeply immersed in a broad cross-section of industries. Combining cross-fertilized knowledge with strategic long-term perspectives and global context provided by studios in Los Angeles, Munich, and Shanghai, DesignworksUSA draws upon its unique and vibrant resources to create the future.

Website: www.designworksusa.com

Facebook: <https://www.facebook.com/BMWDesignworksUSA>

Twitter: <https://twitter.com/BMWDesignworks>

Linkedin: <http://www.linkedin.com/company/BMW-Group-DesignworksUSA>

Vimeo: <http://vimeo.com/BMWGroupDesignworksUSA>

About Hello Products LLC

Hello Products LLC is the first seriously friendly™ oral care brand. Aiming to be your swish come true, perfect dose of freshness and newest main squeeze, hello has a unique line-up of mouthwashes, breath sprays and toothpastes. Both tasty and beautiful, the products were created to keep mouths fresh, clean and healthy

in a fun and friendly new way. All hello products are vegan, cruelty-free and free of triclosan, alcohol, dyes and artificial sweeteners. Being such “free” products, it's only natural that hello is also made in the good ol' US of A. Let's be friends - please visit us at www.hello-products.com and follow us on Facebook at Hello Products or on Twitter, Instagram and Pinterest @helloproducts.