

For founders by founders: What founders are using and recommending this month

With Founders by Founders - or FBF - discover the exclusive list of what founders are eating, drinking, doing and wearing this month.

Temps de lecture : minute

13 October 2023

SunGod, the B Corp eyewear brand that sees things differently

Ra, deity of the Sun in Ancient Egypt, was often represented as having a falcon head and a human body. *SunGod*, harnesses the power of Ra, giving us the sight of a falcon and the faculty to resist the mighty sun. Through their lenses, actions and through doing business better, *SunGod's mission is to help us look towards a better future*. Visionaries, *sustainability and equity* are also at the core of SunGod's ethos, building a better future, building a better business, that's better for their customers, that's better for the planet.



Discover SunGod

DASH, The wonky fruit infused water preferred by Victoria Beckham

Tasty, bubbly, healthy, sustainable, and here to stay, meet DASH. A guilt-free explosion of flavours, DASH drinks are made by infusing wonky fruits rejected by supermarkets. Giving every single fruit a chance and delivering us exclusive and exquisite flavours, DASH revolutionises our habits for the better.

Following her long-time love for the brand, Victoria Beckham selected DASH to play a key role in her Paris Fashion Week show last week. Not only were cans served backstage and at the after party, but the full star

studded line-up of guests were also gifted personalised POSH Water cans! The show coincidences with the recent launch of DASH in France.



Discover DASH Water

SURI, the sonic toothbrush making your everyday rituals sustainable rituals

Cleaning our mouth and cleaning our planet, such is SURI's mission. SURI is a sustainable wellness brand looking to elevate daily rituals in the self-care and hygiene space. Re-thinking the electric toothbrush they have taken the product back to its first principles. Creating a design that delivers an exceptional clean for your teeth with a minimal impact on our planet. A world-class clean, made sustainable and joyful. Unlike other electric toothbrush models, *its body is intentionally designed to be easily dismantled for repair* or recycling, and it has a long-lasting rechargeable battery that powers the toothbrush for 40-plus days between charges.



Discover Suri

Find the eco-friendly products you love with Beagle

Fancy treating yourself and save the world? *That's now possible with Beagle!* The platform allows you to shop as normal, and shows you sustainable alternatives for things you already need to buy, when you want to buy them. Magic. And if you've picked a specific sustainability area as one of your preferences, they'll make sure to prioritise it when finding recommendations. Their first product, *The Beagle Button* is a browser extension that automatically suggests sustainable alternatives as you shop online. You can shop on any major UK retail website, for everything from running shoes and coffee beans to toothbrushes and frying pans and they'll suggest a sustainable alternative.

OLD ME



Bought veggies wrapped
in plastic

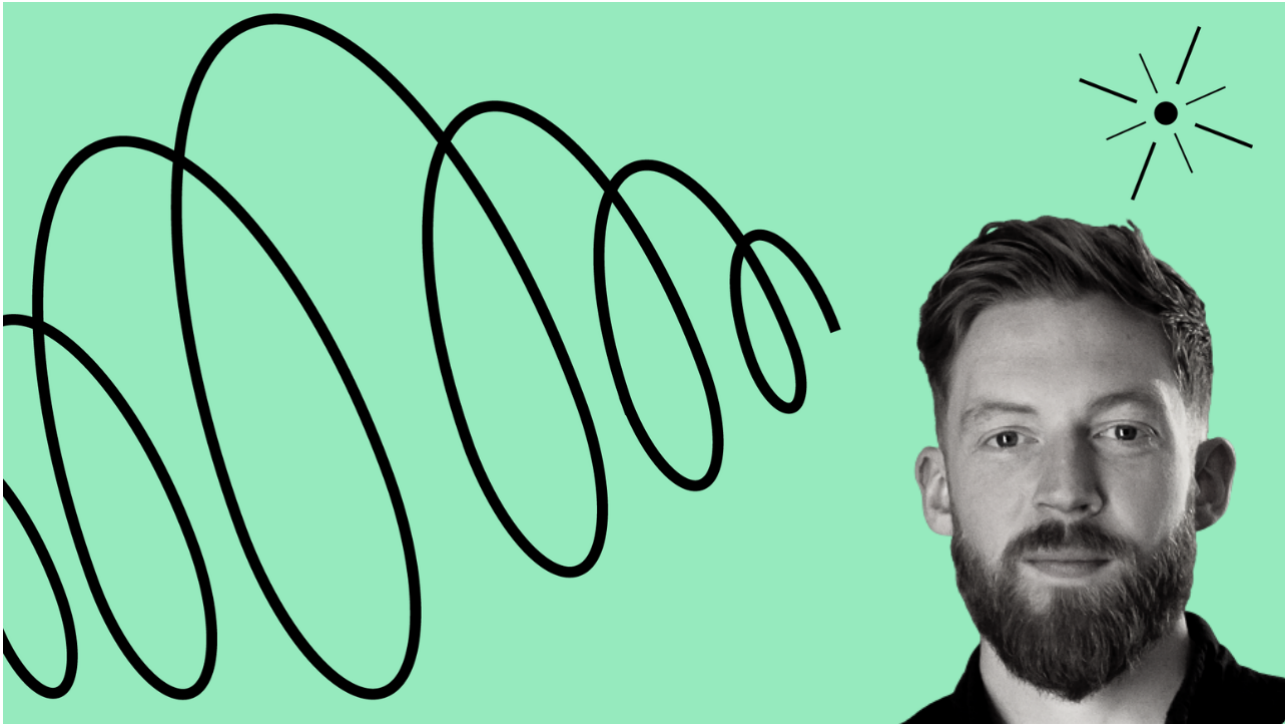
NEW ME



Loves bringing my
reusable bag to the shops

BEAGLE

Discover Beagle



Read also

Meet Beagle, sniffing out the best products, at the best prices...
with the lowest impact

Plant trees, make impact and discover sustainable-forward brands with Treeapp

Plant the seed that will grow, grow into a plant, a flower, a tree. Plant a seed for free, anytime, anywhere. Plant a seed to nurture the future, plant a seed to allow your children to grow in a breathable world. Don't do it alone, do it with others, with help, do it with *Treeapp, and improve the world we live in.* The young, ambitious team is aiming to change the world by enabling people to easily plant trees, absorb their carbon footprint and have a more sustainable lifestyle, and by helping organisations spread the word about their sustainable products and services.



[Download Treeapp](#)

Glass blowing on a week night? Team building while making granola? Wecandoo it!

Who said it's ever too late to learn? Absolutely no one. So why do people seem to give up on finding new hobbies, learning new skills, discovering arts and crafts after their studies? We couldn't solve the question, but Wecandoo sure has the answer : You can doo it. Wecandoo's mission is simple: they offer a wide range of workshop formats so that you can connect with their experts, feel the magic of crafting something from scratch and proudly take your creation home! They also provide entrepreneurship training, organise engaging events and webinars and empower them to generate additional income.



Book a craft class now

ReBorn, making stylish products from recycled materials

Beautiful and planet friendly, living in an environmentally friendly house is now a dream come true. In a world where consumer choices impact the environment, *ReBorn® emerges as a beacon of change*, offering a sustainable solution to the homeware industry's pressing environmental challenges. Pioneering the transformation of waste into exquisite homeware, ReBorn® significantly reduces the need for virgin materials and breathes life into discarded materials. Every element, from raw materials to packaging, supports local industries and eliminates the carbon footprint associated with international transportation.

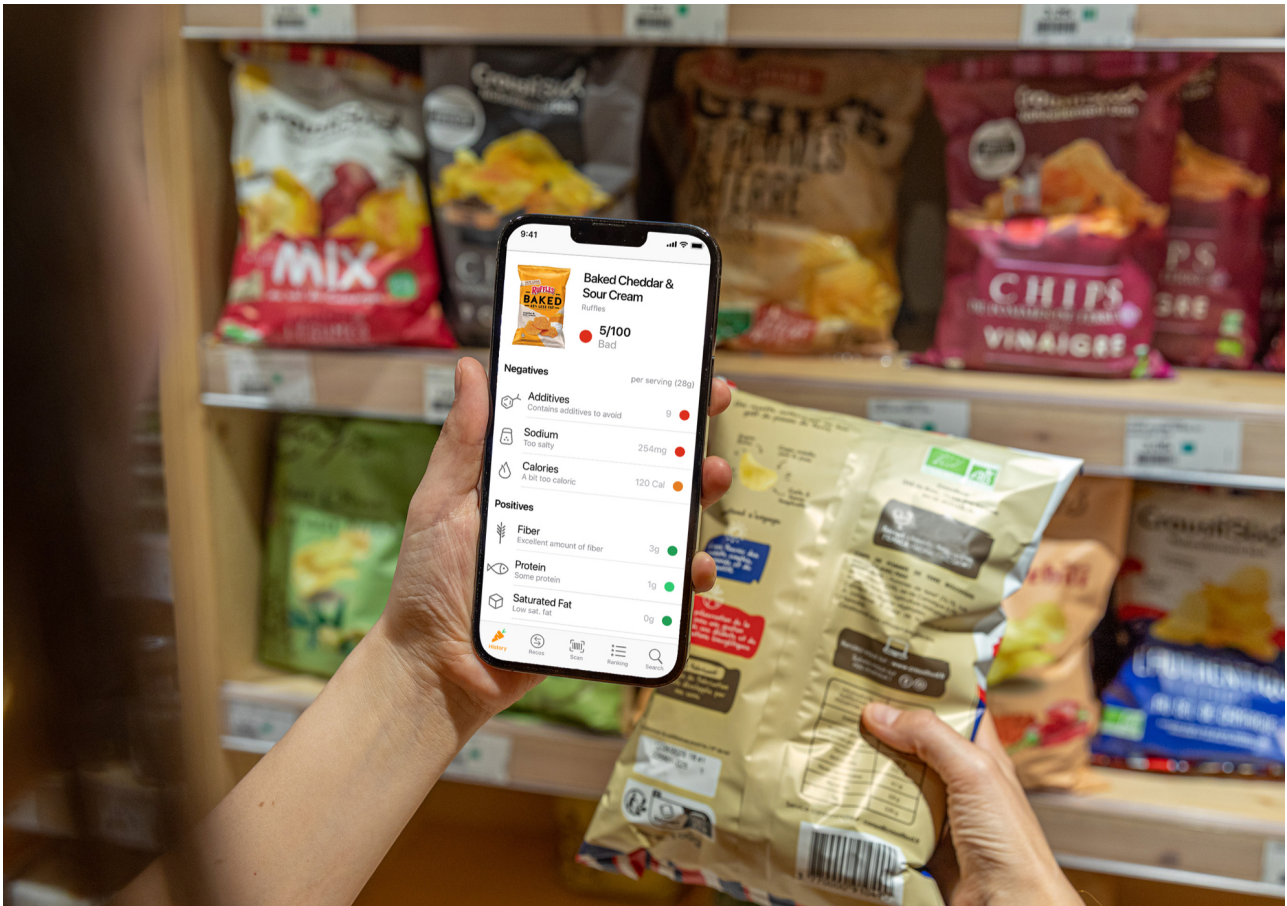


Discover ReBorn

Decipher product labels and analyse the impact on your health with Yuka

What if you could finally choose what's good for you, for your health and your palate, without feeling anxious with the quality of what's on your plate and on your face? This would be the dream, wouldn't it? It doesn't have to be anymore, as it is reality. Meet Yuka, the app who's mission it is

to help consumers make better choices for their health. Totally independent, the app allows you to scan barcodes of foods and cosmetics, in order for you to know if they represent a threat for your health or no. With a team composed of just 10 enthusiastic individuals, Yuka is spanning over 12 countries and across 3 continents.



Download Yuka

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happens. Then with an editable and searchable text document to work with, turning the best quotes into articles, podcast outlines and video rough cuts couldn't be simpler.



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