



MARVIS

Catalog





Marvis is a legendary Italian brand and its history is shrouded in mystery.

Its precise date of birth is still unknown, even if we can approximately suppose it was in the late 50s.

Also its famous character on the pack is a mysterious men that has not been precisely identified yet.

Ludovico Martelli bought Marvis in 1996. At that time the brand was undervalued and almost forgotten, but Ludovico Martelli had the intuition of its huge potential due to an interesting heritage and a strong connection with its consumers. Ludovico Martelli revamped the brand starting from **Marvis** original formula and packaging.

From this moment we have distributed **Marvis** all over the world, selecting premium channels and identifying the correct touch points to increase the brand awareness and to create an effective WOM.

Today **Marvis** is considered an iconic, lifestyle and relevant brand in the oral care market with an unique positioning.

Our Story

1

Values

Design & Beauty | Flavour
Unconventional Communication | Quality

2

Positioning

Marvis goes beyond the concept of toothpaste, thanks to an original, innovative and disruptive interpretation. It represents a true sensorial experience for consumers, making the daily routine of dental care surprising and pleasant. Pleasantness is a constant, that can be found in the formula, in the range of unusual aromas, in the unexpected design and in the ironic communication.

3

Vision

Represent a cool, lifestyle premium and distinctive positioning among the Oral care category, different from all the competitors and able to assure customer's loyalty



1

Design & Beauty

- Iconic design object
- Bold Colors
- Original Packaging
- Inspiring Consumer's Smile

2

Flavour

- Sensorial product, linked to emotions rather than functionality.
- Peculiar flavours, blended like a fragrance rather than a toothpaste aroma.

3

Design & Beauty

- Collaboration with artists for Marvis Takeover project.
- We choose digital artists with a surreal style that can fit the brand tone of voice.
- Original communication focused on aesthetics rather than on functionality.

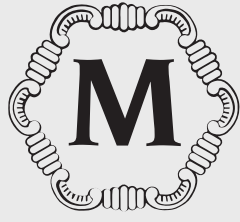
4

Quality

- Quality of formula and ingredients, made in Italy production, own laboratories, strong heritage and top quality savoir-faire

Positioning

Toothpaste 25ml



Always Judge a Toothpaste
By its Tube



25ml

Marvis Whitening Mint

You don't need a team of painters to restore your teeth's natural brightness. Just enjoy Whitening Mint's polar shiver, giving a lasting emotion of intense freshness. Sunglasses for the people around you are not included.

25ml

Marvis Classic Strong Mint

The most classic of Marvis flavors, the most iconic in the world of toothpastes. In Strong Mint, the taste of peppermint leaves an intense and long-lasting freshness, with no limits.





25ml

Marvis Aquatic Mint

Our take on the message in a bottle. But the message is a touch of cool and sweet mint swirling with delicate and persistent marine freshness. And the bottle is a tube.

25ml

Marvis Jasmin Mint

The best flowers are not edibles, they're squeezable. Enjoy this intriguing mediterranean harmony played by the fragrant floral notes of jasmin, tuned to the fresh lure of mint.





25ml

Marvis Smokers Whitening Mint

Once upon a time, your teeth were shiny and bright. Make them brightly ever after with Smokers Whitening and its flavour of cool mint, giving a long-lasting sensation of freshness.

25ml

Marvis Cinnamon Mint

The exotic sweetness of cinnamon and the brisk vivacity of menthol: they started as pen friends and ended up together in Cinnamon Mint. Discover a surprising and round aromatic mix with an oriental aftertaste.





25ml

Marvis Ginger Mint

If the sweetness of mint and the slightly spicy note of ginger had a baby, you would get a contemporary, original and luscious flavored toothpaste. Ah, if only such a thing existed.

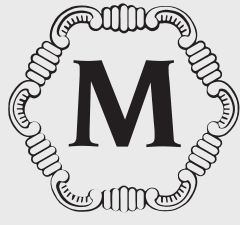
25ml

Marvis Amarelli Licorice

This toothpaste may be white, but you'll taste its dark side as soon as you use it. It's made of licorice. More precisely, the historic Amarelli licorice. With its bittersweet flavor, it's a perfect, unexpected match.



Toothpaste 10 ml



Always **Judge** a Toothpaste
By its **Tube**



10ml

Marvis Whitening Mint

You don't need a team of painters to restore your teeth's natural brightness. Just enjoy Whitening Mint's polar shiver, giving a lasting emotion of intense freshness. Sunglasses for the people around you are not included.

10ml

Marvis Classic Strong Mint

The most classic of Marvis flavors, the most iconic in the world of toothpastes. In Strong Mint, the taste of peppermint leaves an intense and long-lasting freshness, with no limits.



Mouthwash



Always Judge a Mouthwash
By its Swirl

120 ml

Marvis Mouthwash Cinnamon Mint

An exotic souvenir from a trip you haven't done yet. Enjoy the unusual and zesty pleasure that the refreshing flavor of mint and the slightly spicy notes of cinnamon create in this concentrated mouthwash.



120 ml

Marvis Mouthwash Anise Mint

We're all mad here. And that's how we got to create this new wonderful concentrated mix of mint and anise, for an unmistakable and long-lasting freshness.



120 ml

Marvis Mouthwash Spearmint

Get ready for the freshest gargle ever. A blend of peppermint and sweet aromatic herbs creates a fresh and intense flavor in this concentrated mouthwash.



120 ml

30 ml

Marvis Mouthwash Strong Mint

If it looks like a magic elixir, that's because it is. Discover a blend of peppermint and sweet, fragrant herbs in this concentrated mouthwash.





Black

Marvis Medium

Experience a perfect balance of strength and comfort. The medium bristles effectively remove plaque while giving your teeth a deep, refreshing clean.

White

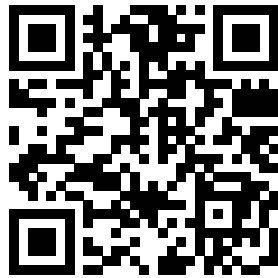
Marvis Soft

Gentle care for sensitive gums. The soft bristles provide a soothing clean, ensuring a fresh and bright smile with every brush.



Toothbrush

contact us



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