Sample 03 · Mossbrook bamboo toothbrush · German claim language check

Sample, fictional brand. Mossbrook and its fact sheet are invented to show our work. Not client work.

0. Client input (fictional)

English source listing:

> 100% BIODEGRADABLE bamboo toothbrushes, 4-pack. ECO-FRIENDLY & SUSTAINABLE, ZERO WASTE, PLASTIC-FREE packaging. Charcoal bristles WHITEN TEETH. ANTIBACTERIAL bamboo handle. DENTIST RECOMMENDED. BPA-free. Vegan. Carbon neutral shipping. Gentle on gums.

Fact sheet: 4 toothbrushes, handles of Moso bamboo numbered 1–4, length 19 cm; bristles nylon-6 with activated charcoal, medium; supplier declaration: bristles BPA-free; no animal-derived materials (supplier declaration); packaging: paper folding box (no proof supplied for "100 % recycled" or "plastic-free").

1. Claim check (4 categories)

Source claim (EN)	Category	What we suggest
"Eco-friendly & sustainable", "zero waste"	May need a lawyer's review	Remove. Since 27 Sep 2026, generic green claims are banned in Germany unless backed by recognised excellent environmental performance.
"100% biodegradable"	Evidence missing	Remove: the bristles are nylon, so the brush as a whole isn't. State the material instead: "Griff aus Moso-Bambus".
"Plastic-free packaging"	Evidence missing	Use only with proof (no film, window or coating). Until then: "Verpackung aus Papier".
"Carbon neutral shipping"	May need a lawyer's review	Remove. Climate-neutral claims based on offsetting are banned outright.
"Charcoal bristles whiten teeth"	Evidence missing	Remove the effect claim; keep the fact: "Borsten mit Aktivkohle".
"Antibacterial bamboo handle"	May need a lawyer's review	Remove. Antibacterial claims on products can fall under biocide rules.
"Dentist recommended"	Evidence missing	Remove unless you can document who recommends it and how.
"Gentle on gums"	Evidence missing	Replace with the fact: "mittelhart".
"BPA-free"	May need a lawyer's review	Removed: nylon bristles normally contain no BPA, so "BPA-frei" can read as a special feature that isn't one (advertising

Source claim (EN)	Category	What we suggest
		the self-evident). Keep it only after a lawyer's OK.
"Vegan"	Suggested wording	"Enthält keine tierischen Bestandteile" (supplier declaration on file).

This check flags wording and offers rewritten copy for your review. It is not legal advice or a compliance check; you approve all claims before publishing.

2. Rewritten German listing (only claims you can back)

German (amazon.de) · reviewed by Leo, 27 Oct 2026

Field	Text	Length
Title	Mossbrook Bambus-Zahnbürste 4er-Set, mittel, Borsten mit Aktivkohle	67/75 characters
Highlights	4 Zahnbürsten mit Griff aus Moso-Bambus, von 1 bis 4 nummeriert, mittelharte Nylonborsten mit Aktivkohle	104/125 characters
Bullet 1	GRIFFE AUS BAMBUS: Die Griffe bestehen aus Moso-Bambus und sind von 1 bis 4 nummeriert – so findet jedes Familienmitglied seine eigene Bürste sofort wieder.	156 characters
Bullet 2	BORSTEN MIT AKTIVKOHLE: Die mittelharten Borsten bestehen aus Nylon-6 mit Aktivkohle.	85 characters
Bullet 3	OHNE TIERISCHE BESTANDTEILE: Griff aus Moso-Bambus, Borsten aus Nylon-6 – kein Material tierischen Ursprungs.	109 characters
Bullet 4	VERPACKUNG AUS PAPIER: Die vier Zahnbürsten werden in einer Faltschachtel aus Papier geliefert.	95 characters
Bullet 5	LIEFERUMFANG: 4 Bambus-Zahnbürsten, mittelhart, Länge 19 cm, mit nummerierten Griffen.	86 characters
Description	Das Mossbrook 4er-Set besteht aus Zahnbürsten mit Griffen aus Moso-Bambus. Die Griffe sind von 1 bis 4 nummeriert, damit jedes Familienmitglied seine eigene Bürste erkennt. Die mittelharten Borsten aus Nylon-6 enthalten Aktivkohle. Die Zahnbürsten enthalten keine tierischen Bestandteile und werden in einer Faltschachtel aus Papier geliefert.	343/2,000 characters
Backend search terms	holzzahnbürste zahnbuerste familie handzahnbürste kohle holz manuelle	71/249 bytes

English back-translation (included in every order)

Field	What the German says, in plain English
Title	Mossbrook bamboo toothbrush, set of 4, medium, bristles with activated charcoal
Highlights	4 toothbrushes with handles made of Moso bamboo, numbered 1 to 4, medium nylon bristles with activated charcoal

Field	What the German says, in plain English
Bullet 1	BAMBOO HANDLES: The handles are made of Moso bamboo and numbered 1 to 4, so every family member finds their own brush again at once.
Bullet 2	BRISTLES WITH ACTIVATED CHARCOAL: The medium bristles are made of nylon-6 with activated charcoal.
Bullet 3	NO ANIMAL INGREDIENTS: Handle made of Moso bamboo, bristles made of nylon-6, no material of animal origin.
Bullet 4	PAPER PACKAGING: The four toothbrushes are delivered in a folding box made of paper.
Bullet 5	IN THE BOX: 4 bamboo toothbrushes, medium, length 19 cm, with numbered handles.
Description	The Mossbrook set of 4 consists of toothbrushes with handles made of Moso bamboo. The handles are numbered 1 to 4 so every family member recognises their own brush. The medium nylon-6 bristles contain activated charcoal. The toothbrushes contain no animal ingredients and are delivered in a folding box made of paper.

A back-translation shows the meaning, not polished English copy. Every client order includes one.

QA: automatic check **0 FAIL, 0 WARN**.