Overview

Mr. Toothy is the face of Joaquina Dental Clinic, and is the visual manifestation of the brand personality. Mr. Toothy’s clean and shiny appearance communicates the clinic’s mission to offer the best quality dental care to its customers, and his cheerful visage conveys that the brand is always excited to serve the customers.

Mr. Toothy cracks witty jokes to welcome customers as soon as they visit the website. His amiable persona makes the customer’s dental reservation process an extremely jubilant experience. He often carries various dental products that reminds customers about their dental hygiene.



Mr. Toothy offers great help to the customers while using the application. While he offers a few giggles with his witty statements, his dental hygiene tips help customers stay wise.