

Kid preferred,
parent approved

98%

of parents surveyed
say it's **easier** to get
their kids to **brush
longer and better****



Kid friendly features



Bluetooth® connectivity
Syncs toothbrush to coaching app
on tablet or smartphone*



KidTimer
Gradually increases to two minutes
to train kids to brush longer



Two brush head sizes
Provide the perfect option
for every mouth (standard
and compact)



Two kid-friendly power modes
Give them just the right amount
of power



Eight faceplate stickers
Make it fun and customizable



Rubber overmold
Provides added protection
for growing teeth



Ergonomic, easy-grip handle
For small hands to maneuver more
independently and comfortably



KidPacer
Offers musical encouragement
to help them stay motivated

Learn more at
philips.com/sonicareforkids

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† Refers to Philips Sonicare
toothbrushes only

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PHILIPS
sonicare

For Kids



Gold star brushing 
every day

Kick-start a healthy routine with
the new **Philips Sonicare For Kids**
connected power toothbrush and
free coaching app.



RECOMMENDED
BRAND BY DENTAL
PROFESSIONALS†

** Versus using
a toothbrush
without the app

“But I brushed my teeth last week...”

Brushing can bring a laundry list of excuses. But now, Philips Sonicare For Kids makes brushing even more fun and rewarding.



The fun way to inspire better brushers

Parents see results. Kids learn to brush regularly and effectively. And the excuses go away for good.

Children brushed significantly longer with Philips Sonicare For Kids vs. a manual toothbrush



It's now easier to get kids to love brushing

Let's get started

- 1 Download**
The free Sonicare For Kids coaching app from the Apple App Store*
- 2 Set up**
Your child's personalized account
- 3 Connect**
The Sonicare For Kids toothbrush to a mobile device via *Bluetooth*® wireless technology

Bluetooth® connectivity

Syncs toothbrush to coaching app on tablet or smartphone*

* App is compatible with iPad 4® or newer; versions of the app for iPhone and Android platforms are currently in development

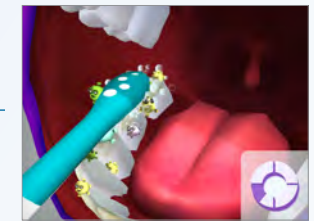


Brushing with the app

A fun brushing coach
Educates and engages kids



Friendly guidance
So they learn to brush the full 2 minutes



Training and tracking
Lets you celebrate their progress



▲ **Sonicare For Kids delivers an interactive experience that's sure to create lasting brushing habits**