

PHILIPS

sonicare

Electric toothbrushes
& AirFloss

***Discover the
Philips Sonicare
difference***

for a whiter, brighter
and healthier smile.

innovation ✨ you

Advanced technology Superior results

No.1 RECOMMENDED
SONIC TOOTHBRUSH
BRAND BY DENTAL
PROFESSIONALS
WORLDWIDE

No.1



Philips Sonicare is proud to offer a family of power toothbrushes, teeth flossers, and accessories. Building on the patented Sonic technology that has made us the No. 1 Sonic brand recommended by dental professionals worldwide¹, we've taken superior cleaning to the next level.

Accessing those hard-to-reach areas is easier with our innovative brush heads. Slim, ergonomic handles make our brushes smaller, lighter and with less vibration. The one of a kind Sonicare AirFloss Ultra ensures you are reaching areas brushing misses, cleaning between all teeth in 60 seconds. Sonicare power brushes are all designed to make the most of your brushing time. The result? A comfort-enhanced, superior clean every time.

And guaranteed better checkups*

*Money-back guarantee - Use Sonicare and we guarantee noticeable results and better checkups or your money back. (See pack for details)

(1) No.1 Claim - Pries research, Washington USA 2008.



What is Sonicare?

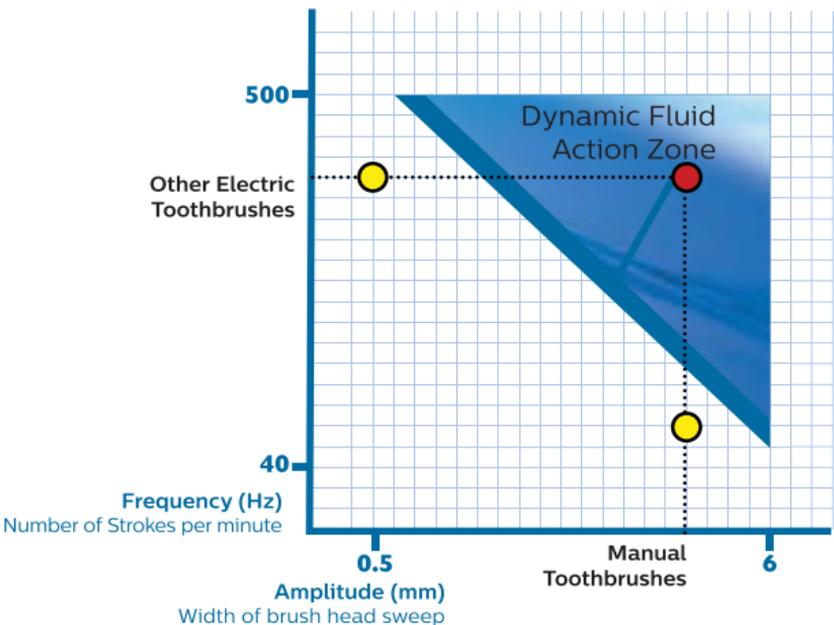
Inspired by dentists, Sonicare's unique patented Sonic Technology combines over 62,000 brush movements per minute with an extra wide sweeping motion to create a dynamic fluid action to help clean in between teeth and reduce plaque along the gumline.



How does it work?

A patented combination of high-speed bristle tip motion (frequency) and extra-wide bristle tip sweeping (amplitude).

Philips has a patent protecting a unique range of bristle tip amplitudes and frequencies (U.S. Patent 5,378,153).



(1) DeLaurenti M, Putt M, Milleman J, Jenkins W, Wei J, Strate J. Plaque Removal by Sonicare and Manual Toothbrushes in Orthodontic Subjects. J Dent Res 87 (spec Iss B): 2044, 2008



What does it do?

Sonicare provides a thorough clean you can see and feel, yet is gentle on your teeth and gums and helps remove more plaque than a manual toothbrush.¹

Our technology cleans your teeth and strengthens your gums by:

- Gently whipping toothpaste and saliva into an oxygen-rich foamy liquid.
- Directing the liquid between and behind teeth, even under the gum line, where plaque bacteria flourish.
- Gently massaging the gums, stimulating blood circulation and helping to dislodge plaque.



Sonicare
gives you an outstanding,
mouth-tingling clean.

DiamondClean

Experience the ultimate clean for radiant results.

The Philips Sonicare DiamondClean gives an outstanding teeth clean and can whiten teeth in just one week¹.

Featuring the DiamondClean Brush Head with high density, diamond shaped bristles that gently lift away stains to whiten teeth and remove up to 100% more plaque than a manual toothbrush in hard to reach areas.²

Unique Dual Charging System:

1) Charging Glass - For charging at home.

Plug the charging glass base into mains power and place the DiamondClean into the glass to charge.

2) USB Charging Case - For travel charging.

Place the DiamondClean into the Travel Case and connect to a powered laptop via USB cable provided.

Choose from one of five brushing modes:

Clean: Two-minute standard mode for a full mouth clean.

White: A dedicated whitening mode proven to remove stains and whiten teeth. Two minutes of extra focused cleaning with an additional 30 seconds dedicated to your visible front teeth.

Polish: Brightens and polishes teeth for a bright smile.

Gum Care: Three-minute mode stimulates gums.

Sensitive: Extra gentle motion for sensitive teeth.

New sleek colours, same stunning results.



Black Edition
7 Series

White Edition
7 Series

Rose Gold Edition
7 Series

(1) (vs manual) Colgan P, DeLaurenti M, Johnson M, Jenkins W, Strate J. Evaluation of stain removal by Philips Sonicare DiamondClean power toothbrush and manual toothbrushes. Data on file, 2010.

DiamondClean

Features designed around you



Sonic Technology

Dynamic cleaning action provides over 62,000 brush movements per minute to drive fluid between teeth and along the gum line for improved oral health and noticeably whiter teeth in just one week¹.



DiamondClean Brush Heads

Diamond shaped bristles with high bristle density create more surface area to remove plaque.



Dual Charging System

Choose from the glass charger or charging case with laptop-ready USB.



Five Brushing Modes

Includes the stain-removing White mode and smile brightening Polish mode.



3-week Battery Life

Recharge Indicator lets you know the charge status of your brush.



60 Day Money Back Guarantee

Receive a full refund if you are not 100% satisfied with your Sonicare in the 60 day trial period.

7 Series



(2) Putt M, Milleman J, Milleman K, DeLaurenti M. Comparison of gingivitis reduction and plaque removal by Sonicare DiamondClean and a manual toothbrush. Data on file, 2010.

FlexCare+

FlexCare+ is your complete teeth and gum care solution.

Philips Sonicare FlexCare+ combines patented sonic technology, five brushing modes and an innovative UV Sanitiser for a complete teeth and gum clean.

FlexCare+ uses sonic technology, powered by 31,000 brush strokes per minute to help remove plaque and whiten your smile. The unique Gum Care mode will help give you healthier gums in just 2 weeks!¹

The FlexCare+ is the only electric toothbrush to include the specially designed Philips UV Sanitiser that helps kill up to 99% of bacteria and viruses on the brush head in only ten minutes.²

You can choose from five brushing modes for a better cleaning experience:

Clean: Plaque-busting results for superior teeth cleaning.

Gum Care: Improves gum health.

Refresh: For a quick clean.

Sensitive: Gentle brushing for sensitive areas.

Massage: Brush head pulses to stimulate gums.

Superior Design, superior results



Before



After 2 weeks



(1) Comparison of gingivitis reduction and plaque removal by Sonicare FlexCare and a manual toothbrush Holt J, Sturm D, Master A, Jenkins W, Schmitt P, Hefti A. Compend Contin Educ Dent. 2007; 28 (suppl 1):35-41

FlexCare+

Features designed around you



Sonic Technology

Dynamic cleaning action drives fluid between teeth and along the gum line for improved oral health.



Healthier Gums

Regular use will help improve gum health in just 2 weeks.¹



Five Brushing Modes

Including Gum Care and Sensitive mode.



Quadpacer and Smartimer

30-second interval timer encourages thorough brushing and reinforces the two-minute recommended brushing time.



3-week Battery Life

Recharge Indicator lets you know the charge status of your brush.



60 Day Money Back Guarantee

Receive a full refund if you are not 100% satisfied with your Sonicare in the 60 day trial period.



Plaque Defence



Superior plaque removal at the push of a button.

Philips Sonicare Plaque Defence removes up to 6x more plaque.¹

The ProResults Plaque Defence brush head features curved bristles to match the shape of your teeth for a superior, plaque busting clean.

The easy-start feature slowly increases the power of the brush as you get used to the Sonicare experience and the Smartimer encourages a full 2 minutes brushing time.

An ergonomic handle with intrinsic grip makes it easy and comfortable to hold the brush, and the two-colour battery charge indicator lets you know when it's time to recharge.

(1) Than a manual toothbrush

Plaque Defence

Features designed around you



Removes 6x more Plaque
than a manual toothbrush.



Patented Sonic Technology
Dynamic cleaning action drives fluid between teeth and along the gum line.



1-14

Easy-Start Feature
Slowly increases power over first 14 uses.



Quadpacer and Smartimer
30-second interval timer encourages thorough brushing and reinforces the two-minute recommended brushing time.



2 weeks

2-week Battery Life
Lasts two weeks between charges.



28 DAY
MONEY BACK
GUARANTEE

28 Day Money Back Guarantee
Receive a full refund if you are not 100% satisfied with your Sonicare in the 28 day trial period.



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.

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.



4yrs+ 7yrs+

For optimal results, a new brush head is recommended every three months.

Especially designed features for kids



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 customisable



Rubber overmold
Provides added protection for growing teeth



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



KidPacer
to help them stay motivated



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**

AirFloss Ultra

Reaches the 40% of your teeth brushing misses¹

The NEW Philips Sonicare AirFloss Ultra is as effective as string floss in improving gum health.²

If flossing isn't a regular part of your oral care routine, you're not reaching the bacteria that can build up between teeth causing plaque, bad breath and infection.

Using revolutionary **microburst technology**, you can choose between a single, double or triple burst of air and water or your preferred mouthwash to effectively yet gently clean between all of your teeth in just 60 seconds!

Clean between all your teeth in

60 seconds

with Sonicare
AirFloss Ultra



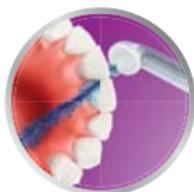
How to use AirFloss Ultra:



Fill



Point



Clean

AirFloss Ultra

Features designed around you



As effective as string floss

In improving gum health when used with mouth wash.²



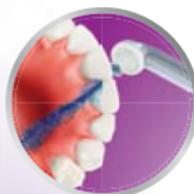
A burst to suit your needs

Choose from a single, double or triple micro-burst.



60 second clean between teeth

It takes just 60 seconds to clean between all of your teeth with AirFloss Ultra.



Easy access and placement

Guidance tip glides along gum line until the tip settles in between teeth.



Lithium Ion Battery

Lasts up to two weeks between charges.



28 Day Money Back Guarantee

Receive a full refund if you are not 100% satisfied with your Sonicare in the 28 day trial period.



Brush Heads

Standard

For an everyday complete clean



Diamond Clean



InterCare



Plaque Defence



Sensitive



SonicCare For Kids 7+

Change your brush heads every **3 months** to ensure effectiveness

Brush Heads

Mini

For precision cleaning, helping you focus on hard-to-reach areas.



Diamond Clean



InterCare



SonicCare For Kids 4+

Brush heads

Brush head	Size	Code	Pack size	Benefit	How
Diamond Clean Black	Standard	HX6063	3 Pack	Whiter teeth	Removes up to 7x more plaque*
Diamond Clean	Standard	HX6062	2 Pack	Whiter teeth	Removes up to 7x more plaque*
Diamond Clean	Mini	HX6072	2 Pack	Whiter teeth	Removes up to 7x more plaque*
InterCare	Standard	HX9003	3 Pack	Deeper clean between teeth	Removes up to 7x more plaque*
InterCare	Mini	HX9013	3 Pack	Deeper clean between teeth	Removes up to 7x more plaque*
Plaque Defence	Standard	HX9023-05	3 Pack	Tough on plaque	Removes up to 7x more plaque*
Sensitive	Standard	HX6053	3 Pack	Ultra-sensitive cleaning	Removes up to 79% more plaque*
Sonicare For Kids 7+	Standard	HX604235	2 Pack	Kid friendly cleaning	Superior plaque removal for better checkups
Sonicare For Kids 4+	Mini	HX603235	2 Pack	Kid friendly cleaning	Superior plaque removal for better checkups

*Than a manual toothbrush

Our toothbrushes at a glance



Features	Diamond Clean
Series	7
Sonic technology	✓
Brush Strokes/min	31,000
No. of brushing modes	5
Sensitive mode	✓
White mode	✓
Clean mode	✓
2 minute timer	Smartimer
Quadpacer®	✓
Easy start®	✓
Approx operating time (full to empty)	84 min (3 weeks)
Rechargeable	✓
Recharge indicator	✓
Charging base	✓
Brush head holder	
Multi voltage	✓
Travel charger	✓
Travel case	✓
Charging time (hr)	24 hr
Ergonomic handle	✓
Battery type	Li-on
100% waterproof	✓
2 year warranty	✓
Money back guarentee	60 day



FlexCare +	Plaque Defence	For Kids
4	2	
✓	✓	✓
31,000	31,000	31,000
5	1	1
✓		
✓	✓	✓
Smartimer	Smartimer	Smartimer
✓	✓	Kidpacer
✓	✓	✓
84 min (3 weeks)	56 min (2 weeks)	84 min (3 weeks)
✓	✓	✓
✓	✓	
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓		
24 hr	24hr	24 hr
✓	✓	Multi grip
Li-on	Ni-MH	Li-on
✓	✓	✓
✓	✓	✓
28 day	28 day	28 day



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