

Product Specific


How does Philips Sonicare AirFloss Pro work?

Philips Sonicare AirFloss Pro uses compressed air to accelerate micro-droplets of water (or mouthwash) between teeth. The micro-droplets of air reach speeds of 111 mph/180 kph. At this speed the micro-droplets are hard and can physically disrupt plaque from the interproximal space. In addition to the physical disruption of plaque, the compressed air and water-droplets also help push the plaque out from between teeth. While the air and micro-droplet technology is effective, at these parameters it remains safe and gentle for the user.

Is Philips Sonicare AirFloss Pro designed to replace flossing?

Philips Sonicare AirFloss Pro has been designed to remove plaque between teeth. While AirFloss Pro has not been designed to directly replace floss in all aspects (e.g. removal of large debris from between teeth), it is an excellent alternative for daily interdental cleaning for inconsistent flossers.

Below are consumer FAQs:

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- Q. I currently floss about five times per week. Should I consider making the switch to AirFloss Pro?
- A. AirFloss Pro is designed to help the inconsistent flosser obtain improved gum health by developing a healthy habit. If you currently floss with string floss, but less than twice per week, Philips Sonicare recommends you keep doing this and add AirFloss Pro to your routine until you are cleaning between your teeth on a daily basis. If you are already flossing on a daily basis, good job. Philips Sonicare does not recommend you switch to AirFloss Pro without consulting your dental professional. AirFloss Pro is not designed as a replacement for string floss for consistent flossers.
- Q. I currently use string floss to clean in between my teeth. Should I try AirFloss Pro?
- A. AirFloss Pro is designed to help the inconsistent flosser obtain improved gum health by developing a healthy habit. If you currently floss with string floss, but less than twice per week, Philips Sonicare recommends you keep doing this and add AirFloss Pro to your routine until you are cleaning between your teeth on a daily basis. If you are already flossing on a daily basis, good job. Philips Sonicare does not recommend you switch to AirFloss Pro without consulting your dental professional. AirFloss Pro is not designed as a replacement for string floss for consistent flossers.
- Q. My dentist keeps telling me to floss, and I know I should, but I just can't seem to make the habit stick. Should I try AirFloss Pro?
- A. You are the ideal candidate for AirFloss Pro. AirFloss Pro is designed to help the inconsistent flosser obtain improved gum health by developing a daily healthy habit of interdental cleaning. At Philips Sonicare, we know your time is precious and even with the best intentions, it's hard to add in a new routine. The convenience of AirFloss Pro allows you to get an effective interdental clean in as little as 60 seconds a day. For the freshest experience and greatest likelihood in making your new healthy habit stick, we recommend using your favorite mouth rinse with AirFloss Pro, such as BreathRx, once a day before brushing.

Will Philips Sonicare AirFloss Pro remove plaque?

Yes. Philips Sonicare AirFloss Pro will remove more plaque than brushing alone, and is clinically proven equivalent to floss for plaque removal and gum health². It has been proven to remove up to 99.9% of plaque from treated areas.¹

Philips Sonicare AirFloss Pro FAQ

For Dental Professionals/Trade Media

Is Philips Sonicare AirFloss Pro designed to get food debris out from between teeth?

Yes, Philips Sonicare AirFloss Pro will remove most food debris.

Does Philips Sonicare AirFloss Pro clean the entire gumline, as well as in between the teeth?

Philips Sonicare AirFloss Pro is designed to clean in between teeth and along the gums at the interproximal junction. For the best gum health, it is important to also thoroughly brush your teeth along the gumline. Proper brushing technique will ensure a thorough clean in this important area.

Do you use Philips Sonicare AirFloss Pro before or after you brush your teeth?

It is recommended that you use Philips Sonicare AirFloss Pro before you brush your teeth. This ensures that plaque is removed thoroughly and helps you build better oral care habits.

Do you need to use it on the inside and the outside of your teeth?

Philips Sonicare AirFloss Pro is designed for maximum effectiveness when used both on the outside and inside of your teeth.

Can you adjust the pressure?

No. Philips Sonicare AirFloss Pro has been designed to the optimal pressure to ensure it is effective in removing plaque while remaining gentle on gums and dental work. However, the number of bursts per press of the activation button is customizable between one and three. We recommend using the triple burst feature (default setting) from both the outside and inside of teeth for maximum efficacy.

Is it heavy? How easy is it to handle?

Philips Sonicare AirFloss Pro is very light even when filled with liquid. It has been designed with ergonomists and dental industry experts to ensure it is easy to handle and will be used at an appropriate angle to the teeth. The product ergonomics were designed and tested with consumers of all ages and sizes, and 95% of users surveyed found AirFloss Pro easy to use.

Is the activation button on Philips Sonicare AirFloss Pro easy to press?

Philips Sonicare AirFloss Pro is activated by a simple touch button. It is designed to require approximately the same force as a computer mouse, and was tested with consumers this way.

Is there a mode that automates the activation?

Yes, auto-fire mode is enabled when the activation button is held down, pausing approximately .1 second between firing (either single, double or triple bursts depending on the mode setting). The activation button is simple to press, requiring no more effort than pressing a mouse button.

Can the device be shared?

Philips Sonicare AirFloss Pro has been designed for individual use. However, like power toothbrushes, nozzles can be removed and exchanged and replacement nozzles can be purchased.

Philips Sonicare AirFloss Pro FAQ

For Dental Professionals/Trade Media

Clinical and Laboratory Proof

What kinds of clinical and lab studies have been conducted to prove the effectiveness of the Philips Sonicare AirFloss Pro?

In addition to a significant number of development studies, the following studies have been conducted as of September 2014 to validate the performance of Philips Sonicare AirFloss Pro:

- Plaque and Gingivitis Clinical vs. Floss (Sept. 2014)
- In-vitro study measuring the removal of plaque biofilm by Philips Sonicare AirFloss Pro
- 2-week In-Home Use Test vs. Floss and Waterpik
- Clinical and Nonclinical Safety Assessments

Further studies are progressing focused on comparisons to floss and oral irrigators.

What kinds of claims can we make about Philips Sonicare AirFloss Pro?

Now and at the time of launch we can make claims in relation to efficacy on gum health vs. string floss, efficacy on plaque removal, ease of use, overall appeal and safety of Philips Sonicare AirFloss Pro.

- Clinically proven as effective as string floss for gum health.²
- Removes up to 99.9% of plaque from treated areas.¹
- Up to 97% of patients experienced improved gum health in 4 weeks.²
- 95% of users surveyed said AirFloss Pro is easy to use.
- 89% of users surveyed said AirFloss Pro is easier to use than string floss.
- 82% of users surveyed said AirFloss Pro is easier to use than Waterpik.³
- The easiest way to effectively clean between teeth.
- An effective interdental clean in just 60 seconds a day.

How does the use of Philips Sonicare AirFloss Pro compare to floss?

Philips Sonicare AirFloss Pro was specifically designed using floss as a benchmark for effectiveness.

- AirFloss Pro has been clinically proven as effective as floss for gum health.²
- 89% of users surveyed rated AirFloss Pro easier to use than string floss.
- 93% of patients surveyed reported AirFloss Pro is gentler on teeth and gums than string floss.
- 84% of patients surveyed experienced better access to the back of the mouth with AirFloss Pro than with string floss.

I don't believe the Philips Sonicare AirFloss Pro claims are credible.

In a clinical study of 287 patients, all inconsistent flossers with mild to moderate gingivitis, at 14 days and 28 days the improvement in MGI, GBI and MPI for consumers in the arm with MTB and floss was not significantly different than the results from the arm with MTB and AirFloss Pro. Also, in-vitro testing showed 99.98% plaque removal from treated areas, including a DNA scan before and after treatment. We expect great results for your inconsistent flossing patients. Don't take our word for it, give it a try and judge the results for yourself.

Why didn't you test with water inside Philips Sonicare AirFloss Pro during your clinical study?

The only reason we have the claims we do is related to the use of antimicrobial rinse inside AirFloss Pro.

Our in-vitro testing of plaque removal was performed with water, Listerine and Breath Rx. All showed at least 99.98% plaque removal from treated areas. With regard to our clinical study, consumers tell us they are significantly more satisfied with the AirFloss Pro experience when used with a mouth rinse. We know that it's the combination of efficacy and compliance that will ultimately lead to results and the formation of a healthy habit, so we include a mouth rinse sample in all AirFloss Pro units for patients to experience. We conducted our clinical with this same recommended use of AirFloss Pro with antimicrobial mouth rinse for best performance and the freshest experience, as we expect this to match the vast majority of consumers' experiences.

Philips Sonicare AirFloss Pro FAQ

For Dental Professionals/Trade Media

How does the use of Philips Sonicare AirFloss Pro compare to oral irrigators?

Philips Sonicare AirFloss Pro is not an oral irrigator. Below are a few facts about the differences:

- AirFloss Pro uses the mechanical action driven by high-speed liquid droplets to remove plaque. It does not work by the same principle of using water to flush throughout the mouth as oral irrigators.
- AirFloss Pro is designed specifically to clean in between teeth as an added advantage over brushing. Oral irrigators are designed for flushing the whole mouth, not specifically for cleaning in between teeth.

While Waterpik's website references a study that claims greater efficacy on gingivitis reduction and plaque removal than AirFloss, this study was performed in 2012 using an AirFloss handle two generations old. AirFloss Pro has been clinically proven as effective as string floss,² the gold standard for gum health improvement, and removes up to 99.9% of plaque from treated areas. String floss, AirFloss Pro and Waterpik can all be effective when used properly and consistently. However, AirFloss Pro is the easiest of the three to use:

vs. Waterpik

- 82% of users surveyed said AirFloss Pro was easier to use than Waterpik Aquarius
- AirFloss Pro is 1/2 the size and 1/3 the weight of Waterpik Cordless
- AirFloss Pro uses less than 3 tbsp of liquid per use, for significantly less mess potential than with Waterpik Aquarius
- AirFloss Pro is 2x more likely to be recommended to family and friends than Waterpik Aquarius⁴
- Patients/users were 86% more likely to continue to use AirFloss Pro than Waterpik Aquarius⁴

vs. string floss

- 89% of users surveyed said AirFloss Pro was easier to use than string floss
- 93% of users/patients surveyed reported AirFloss Pro is gentler on teeth and gums than string floss
- 84% of users/patients surveyed experienced better access to the back of the mouth than with string floss

Recommend AirFloss Pro for your non-flossing patients and see the difference yourself.

Does Philips Sonicare AirFloss Pro help improve compliance with daily interproximal cleaning?

AirFloss Pro has been designed with key barriers to daily flossing in mind. Consumers complain that they do not floss because: it takes too much time (perceived to take over 2 minutes), they do not feel a significant difference after flossing, they don't like sticking their fingers in their mouths, it hurts (fingers and gums) and they forget because the floss hides away in their bathroom drawer.

- AirFloss Pro takes just 60 seconds to clean the whole mouth
- AirFloss Pro is not painful to your fingers or gums: 93% of users surveyed said AirFloss Pro was gentler and more comfortable on their teeth and gums than string floss
- AirFloss Pro provides a clean, refreshing feeling (especially when used with mouth rinse); in fact, 99% of users surveyed said their mouth felt fresh and clean after using AirFloss Pro

Do we have any data, showing the efficacy when using a Sonicare power toothbrush and AirFloss Pro concurrently?

No study has been run yet combining Sonicare power toothbrushes with AirFloss Pro.

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Safety

Is Philips Sonicare AirFloss Pro safe on gums?

Clinical studies have shown that use of AirFloss does not cause trauma to gums.

Is Philips Sonicare AirFloss Pro safe to use if you have periodontal pockets?

Yes. Philips Sonicare AirFloss is safe to use, even if you have periodontal pockets. The airflow pushes bacteria out from between teeth with high velocity carrying the dislodged bacteria with it, and can be used with antimicrobial mouth rinse, such as Philips Sonicare BreathRx, for targeted treatment.

What prevents accidental mis-use by children?

Philips Sonicare AirFloss Pro has been specifically designed to limit accidental misuse of the product.

- The product includes an On-Off switch to prevent accidental activation of the device.
- The product will not activate when the nozzle is removed from the handle.

Can children safely use it? From what age?

Philips Sonicare AirFloss Pro has been designed for use by those 12 and over. Children under the age of 12 may use the device but should be supervised to ensure proper use.

Charging

Can I use my current Philips Sonicare charger with AirFloss Pro?

You can use most Philips Sonicare chargers to charge your Philips Sonicare AirFloss Pro.

- If you own any of the following models you can use your power toothbrush charger to also charge the AirFloss device: FlexCare+, FlexCare, HealthyWhite, EasyClean and Sonicare For Kids.
- AirFloss Pro will charge on the FlexCare and FlexCare+ Sanitizer.

How long does the Philips Sonicare AirFloss Pro last without charging?

You can use your Philips Sonicare AirFloss Pro for up to two weeks without needing to recharge the device.

Nozzle Replacement

How often do you replace the nozzle?

It is recommended that you replace the nozzle every six months to prevent hard water build-up and reduce the potential risk of bacteria build-up. AirFloss Pro will work only with AirFloss Pro nozzles, so be sure not to buy previous AirFloss nozzles as they will not work with AirFloss Pro.

Can you put the AirFloss nozzles in the brush head sanitizer?

No. AirFloss Pro nozzles do not fit nor are they designed for use in the sanitizing units.

What if the nozzle breaks?

AirFloss Pro nozzles are designed to high standards and are as unlikely to break as a power toothbrush head. If the nozzle does break, replacement nozzles may be found in select retail and online at philips.com. AirFloss 1.5 nozzles are also available for those that need replacements at select online retailers.

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Are there differentiated nozzle tips for different family members (i.e. color or a way to differentiate between family)?

No. AirFloss Pro does not currently have a way to differentiate between multiple nozzles for multiple family members. However, by mid-year there will be refill packs available including multiple nozzles with different colored nozzle tips for easy identification.

How many nozzles are in the trial and dispensing units?

One nozzle is included in each. For best results, we recommend replacing AirFloss Pro nozzles every six months.

Filling Your Philips Sonicare AirFloss

How easy is it to refill?

Philips Sonicare AirFloss Pro has an opening that you easily fill within seconds.

How much water in reservoir?

The reservoir holds enough water (or mouth rinse) for up to two uses. The amount of liquid required is less than two tablespoons (30 ml).

How do you clean it?

For daily cleaning when using mouth rinse, simply rinsing the reservoir is sufficient. For more in-depth cleaning, you can easily clean the reservoir as desired using a small cotton swab. Be careful not to leave anything in the reservoir.

Can you use it with mouth rinse?

Yes. The device has been designed to be filled with either water or your favorite mouth rinse. Using mouth rinse enhances the refreshing experience and oral health benefits of your AirFloss Pro. Do not use with highly concentrated mouth rinses (those containing high concentrations of essential oils or any sold in glass or ceramic containers) or those that include isopropyl myristate (e.g. Dentyl Active), as they may damage the device.

Can you use it dry?

No. The Philips Sonicare AirFloss Pro must include liquid in order to be effective.

How much liquid comes out from the nozzle with one push?

Approximately 0.11 ml is emitted with each burst.

Miscellaneous

Is the one burst with AirFloss Pro equivalent to the burst from previous AirFloss? What are the differences?

No. AirFloss Pro has been completely redesigned to be more effective and efficient than previous versions of AirFloss. The previous AirFloss bursts were analyzed using high-speed video to understand the flow characteristics from start to finish. AirFloss Pro has not only a new nozzle with unique flow characteristics, but also a different mechanism in the handle body. The result for each burst is greater efficacy with less liquid volume. Three of these new bursts comprise the full triple-burst, recommended from both inside and outside of the teeth at the IP junction along the gumline for maximum results.

Why are there different burst options for AirFloss Pro if we know that the triple-burst option is superior?

Different patients have different preferences for their routines. AirFloss Pro allows the patient to customize their experience to deploy all three recommended bursts in a row with triple-burst, or separate these out for each press of the activation button. Providing an experience the patient finds easy to incorporate into their daily routine is critical for achieving compliance and solidifying a healthy new habit.

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What is the price of Philips Sonicare AirFloss Pro?

The MSRP for Philips Sonicare AirFloss Pro is \$89.99.

What is the price of Philips Sonicare AirFloss Pro replacement nozzles?

The MSRP for a 2-pack of Philips Sonicare AirFloss Pro replacement nozzles is \$8.99.

Is it water-resistant/waterproof?

Similar to Philips Sonicare rechargeable toothbrushes, AirFloss Pro is designed to be resistant to water. While it should never be submerged in water, it has been designed to last through normal bathroom use.

Is Philips Sonicare AirFloss Pro guaranteed?

Philips Sonicare offers a 90-day money-back guarantee.

What is the warranty on the Philips Sonicare AirFloss Pro?

As with all Philips Sonicare products, Philips Sonicare AirFloss Pro carries a two-year warranty on manufacturer's defects. An additional year of warranty is offered when registering your device at www.philips.com/support.

Are there different color face plates available for AirFloss Pro?

No. AirFloss Pro has only one face color, there is no face plate. However, AirFloss Pro is available in standard Silver/Gray as well as a Pink Edition with pink nozzle, activation button and power/mode button.

¹In a lab study; actual in-mouth results may vary.

²When used in conjunction with a manual toothbrush and anti-microbial mouth rinse in patients with mild to moderate gingivitis; AirFloss is designed to help inconsistent flossers develop a healthy daily interdental cleaning routine.

³Versus WaterPik Aquarius.

⁴Survey of U.S. patients.

