



## Preference

# An observational in-home use test of children 4-10 years using Sonicare For Kids

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### Introduction

The Sonicare For Kids toothbrush was specifically designed to grow with children 4-10 years old and suit their particular needs. In this population, the suitability of the toothbrushing experience (in all its dimensions) is as much a barrier to success as any primary metric of effective performance. This in-home use test was done with a group of hygienists because this population of trained dental professionals was expected to reflect the most critical and detailed feedback possible, not only in the dimension of the experience of introduction of the product, but also in characterization of its performance and ability to promote independent brushing of an acceptable standard.

### Objective

To gain feedback and observe behavior changes in 4-10 year-old children or pediatric patients of registered dental hygienists (RDHs) after use of the Philips Sonicare For Kids toothbrush at home, in order to assess whether its introduction into the home toothbrushing regimen promoted better oral health habits by positively influencing the child's motivation and experience.

### Methodology

Eligible participants included adult RDHs (from RDH Under One Roof Conference who attended the course "New and Innovative Products of 2009") with a patient, child, friend or family member aged 4-10 years. All children received the Philips Sonicare For Kids toothbrush. A total of 131 RDHs with participating children (58 girls, 73 boys) completed the four-week survey. Parents were asked to introduce the Philips Sonicare For Kids to their child/children for routine use at home per the manufacturer's instructions. Participants were not restricted from use of any other oral care products. Parents were asked to report observations of the child's use patterns, attitudes and behaviors through online questionnaires (Survey Monkey).

### Results

Where the Philips Sonicare For Kids toothbrush was used by their 4-10 year-old children for a three-week period, study participants observed longer brushing time, willingness to brush and improved quality of brushing.

In addition:

- 98% of RDHs would recommend Sonicare For Kids to their patients
- 93% of RDHs noticed improvements in the child's brushing habits after use of Sonicare For Kids
- 99% of RDHs were highly satisfied with the performance of Sonicare For Kids
- 96% of RDHs were highly satisfied with the gentleness of Sonicare For Kids
- 98% of RDHs reported that their children were highly satisfied with the overall experience of using Sonicare For Kids
- 97% of RDHs reported on their children's ability to properly brush their teeth with Sonicare For Kids
- 93% of RDHs reported that the child will continue to use Sonicare For Kids rather than their previous toothbrush

### Conclusion

The Philips Sonicare For Kids toothbrush positively influences engagement and promotes healthy brushing behavior in children 4-10 years old.

**Product Attributes (n=131)**

Poor to Good

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