



## Press information

### Factsheet for CES – Philips Sonicare FlexCare Platinum Connected

Philips understands that the healthcare industry is vastly changing, and to remain at the forefront of digital innovations has developed a portfolio of connected propositions to encourage people to invest in preventative, diagnostic devices to stay healthy, live well and enjoy life.

#### **Philips Sonicare FlexCare Platinum Connected**

Philips Sonicare FlexCare Platinum Connected is the first digitally connected proposition from Philips Sonicare designed specifically for adults. Featuring Smart Sensor technology, it tracks brushing in real time and provides personalized coaching via the Sonicare app to help users target trouble spots and remove up to ten times more plaque compared to a manual toothbrush<sup>1</sup> for a more effective clean.

#### **Combining connected technology with leading tracking and analysis**

- Philips Sonicare FlexCare Platinum Connected features a unique 3D Mouth Map, which gives a detailed summary of brushing results and progress over time, as well as personalized coaching based on brushing habits detected through Scrubbing, Pressure and Location Sensors.
- This new technology has been designed specifically for people who are looking for connected devices that will help to improve their brushing habits for better oral health.

#### **Giving consumers the information they need to establish better brushing habits**

- The Philips Sonicare FlexCare Platinum Connected syncs with the Philips Sonicare app via Bluetooth® to track brushing habits in real time and provides a personalized 3D Mouth Map to help guide users on their brushing technique.
- By highlighting the areas of their mouth they are missing with their current brushing routine, the Philips Sonicare Flexcare Platinum Connected and Philips Sonicare app helps users improve their brushing technique and oral health.
- Featuring new, Smart Sensor technology the Philips Sonicare FlexCare Platinum Connected provides tailored feedback on brushing habits in a daily update, including where users are brushing too much or too little and how to achieve better coverage.
- Based on the data collected from each brushing session using the Philips Sonicare FlexCare Platinum Connected, users receive a customized program called 'TouchUp' to help them immediately address trouble spots and achieve more complete clean.

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<sup>1</sup> Philips data on file, MAH 15-0181

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- The Philips Sonicare app also features a 'Focus Areas' program allowing dental practitioners to input personalized patient advice helping give full visibility to trouble areas that need more attention in-between check-ups.
- The Philips Sonicare app prompts users when they are due to replace their brush head to maintain a good oral care routine, and achieve the best results. Users have the option to order replacement brush heads directly from within the Philips Sonicare app.

## **Philips Sonicare FlexCare Platinum Connected with AdaptiveClean brush head**

- The Philips Sonicare FlexCare Platinum Connected with AdaptiveClean brush head has been developed in response to user's desire to improve oral hygiene habits, for better oral health outcomes.
- Philips designed the Philips Sonicare FlexCare Platinum Connected to help users achieve an exceptional clean using the Philips Sonicare app for naturally healthier, whiter, happier smiles.
- The Philips Sonicare FlexCare Platinum Connected features three different modes, and three different intensity modes for a truly tailored clean. Clean mode delivers a superb everyday clean; White mode for stain removal, if you need to pay extra attention to trouble spots; Deep Clean mode delivers exceptional results. The three intensity settings include; low, medium or high.
- The Philips Sonicare FlexCare Platinum Connected delivers 31,000 strokes per minute, for a superior clean and features a unique dynamic cleaning action that drives fluid deep between teeth and along the gum line.
- The Philips AdaptiveClean brush head gently adjusts to the contour of teeth for up to four times more surface contact (compared to a DiamondClean brush head) to effortlessly remove up to ten times more plaque in hard-to-reach areas<sup>2</sup>.
- The Philips Sonicare FlexCare Platinum Connected is the perfect travel companion, with a battery life that lasts two weeks following regular use. Accompanied with an easy-to-pack travel case and compact travel charger.
- Nine out of ten users surveyed say that Philips Sonicare FlexCare Platinum Connected with AdaptiveClean brush head improves their brushing technique<sup>3</sup>, and 75% of patients surveyed found it easier to follow their dental professional's recommendation as a result of using the brush<sup>4</sup>.

## **Smart Sensor technology**

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<sup>2</sup> Philips data on file, 2016

<sup>3</sup> Philips data on file, MAH-0065, MAH-0066, 2016

<sup>4</sup> Philips data on file, 2016

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Smart Sensor technology, featured in the Philips Sonicare FlexCare Platinum Connected provides tailored feedback on brushing habits in a daily update, including where users are brushing too much or too little and how to achieve better coverage. As the technology is not reliant on a camera, users have more freedom to move when brushing.

- **Location sensors** show where users are brushing too much or too little for better coverage of the mouth when brushing.
- **Scrubbing sensors** alert users when they are brushing too hard to reduce scrubbing for best technique.
- **Pressure sensors** track brushing pressure and alerts when and where too much pressure is applied, to protect gums.
- **SmartTimer** ensures users are brushing for the dental professional recommended time in each segment of their mouth.
- **BrushPacer** prompts users when it's time for them to move to another segment of their mouth.