

## Press Information

March 12, 2013

### **Innovative Philips ZOOM take-home whitening system improved to the power of three**

*Upgraded formula for cosmetic tooth whitening with ACP, potassium nitrate and fluoride helps reduce sensitivity and enhances luster of teeth*

**Cologne, Germany** – Philips, the manufacturer of the innovative ZOOM tooth whitening products and Sonicare power toothbrushes, today introduces its upgraded take-home tooth whitening formula to help patients achieve highly effective home tooth whitening and with less sensitivity.

“The new Philips ZOOM DayWhite and NiteWhite adds three powerful elements which are critical to a satisfying result, a pleasant treatment experience and additional health benefits for patients”, says Joerg Strate, Head of Global Clinical Affairs for Philips Consumer Lifestyle.

The new Philips ZOOM DayWhite and NiteWhite formula has an increased level of potassium nitrate. Potassium nitrate has been shown to help reduce tooth sensitivity. The new formula now contains the highest concentration of any take-home whitening product available on the market today. It is also the only take-home whitening gel available today to contain Amorphous Calcium Phosphate (ACP), which helps improve the smoothness and luster of teeth.

Philips ZOOM DayWhite and NiteWhite with ACP are designed to be dispensed by dental professionals in the form of custom fit trays. The whitening gel is delivered by a patented dual barrel syringe which provides guaranteed gel stability throughout its shelf life without the need for refrigeration.

The new whitening solutions are compliant with the European Commission directive which prohibits the commercialization of any whitening products in the European Union (EU) containing more than six percent hydrogen peroxide.

Philips is committed to providing innovative products which help patients achieve a healthy, bright smile. The new take-home whitening formula will ensure that patients have an optimal, safe and successful whitening experience.

The new Philips ZOOM DayWhite and NiteWhite will be available for dental practitioners to purchase from March 2013.

For more information about ZOOM DayWhite ACP, and other ZOOM whitening products, visit [www.philipsoralhealthcare.com](http://www.philipsoralhealthcare.com).

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### **About Royal Philips Electronics**

*Royal Philips Electronics (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2012 sales of EUR 24.8 billion and employs approximately 118,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming, home and portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).*