

Press Information

March 12, 2013

Philips introduces Sonicare FlexCare Platinum for a deeper clean in between teeth and healthier gums in just two weeks

Cologne, Germany – Today Philips introduces the latest addition to its sonic toothbrush range – Philips Sonicare FlexCare Platinum – an innovative sonic toothbrush designed to give patients an even deeper clean between teeth and remove up to 6 times more plaque between teeth than a manual toothbrush.¹

The Philips Sonicare FlexCare Platinum features Sonicare's unique high frequency and high amplitude motion to create a dynamic cleaning action. Thanks to sonic technology, Sonicare brush heads move in a side-to-side sweeping motion using high filament tip velocity which is able to drive fluid between and behind teeth, and along the gum line.

The Philips Sonicare FlexCare Platinum comes with a new, innovative InterCare brush head with extra-long filaments to reach deep between teeth to help remove more plaque biofilm than a manual toothbrush.¹ The InterCare brush head features innovative anchor-free tufting technology which allows for unique filament patterns and lengths for an optimal clean. It is especially designed to gently and effectively remove up to 6 times more plaque biofilm from deep in between teeth while cleaning and polishing the surface of the teeth and improving gum health within just 2 weeks.¹ The brush head is available in standard and compact sizes for a personalized brushing experience.

The Philips Sonicare FlexCare Platinum has three individual brushing modes and three intensity settings, giving patients more control over their brushing experience. It has three cleaning modes

- Clean – the standard mode for a whole mouth clean
- White – removes surface stains to whiten teeth
- Gum Care – gently stimulates and massages gums

And three adjustable intensity levels for maximum control and comfort:

- Normal – the standard intensity for brushing
- Sensitive – a gentle intensity for sensitive teeth
- Extra soft – an extra-gentle intensity for an even softer brushing experience

The Philips Sonicare FlexCare Platinum includes a pressure sensor which helps to ensure the best possible cleaning performance. Apply too much pressure and the handle vibrates to provide the patient with real-time feedback for an optimal cleaning experience.

Philips Sonicare is the #1 recommended sonic toothbrush brand by dental professionals worldwide and is backed by more than 175 clinical studies.

The new Philips Sonicare FlexCare Platinum will be available to dental practitioners to purchase from May 2013 and will be on general sale in retail outlets approximately six weeks later.

For more information about Philips Sonicare FlexCare Platinum visit www.philipsoralhealthcare.com.

¹ Ward M, Argosino K, Jenkins W, Milleman J, Milleman K, Nelson M, Souza S Data on File, 2012

For further information, please contact:

International professional press:

OneVoice

Tracy Posner

Tel: +44 (0)208 566 8811

Email: tracyposner@positivecomm.com

German professional press:

WEFRA PR Gesellschaft für Public Relations mbH

Dr Andreas Bachmann

Tel: +49 (0)69 6950 0878

Email: ab@wefra.de

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.