

## Press Information

March 12, 2013

### **Philips introduces the new Sonicare AirFloss – the interdental cleaning device for those who don't floss**

**Cologne, Germany** – Philips, the manufacturer of the number one recommended sonic toothbrush brand by dental professionals worldwide, today unveiled the new and improved Philips Sonicare AirFloss following its introduction two years ago at IDS 2011. The revolutionary interproximal cleaning device effectively, yet gently, removes plaque in hard-to-reach interproximal areas, making it easy for patients who do not floss to reduce gingivitis and improve gum health<sup>1</sup>.

“We introduced this new to the world device in 2011 to noticeably improve patient compliance by making it easy to for them to remove interproximal plaque. With over 1.5 million sold, today we're making interdental cleaning even easier with our new and improved Philips Sonicare AirFloss. We have listened to feedback from dental practitioners and patients to make the AirFloss even easier to use without compromising on its clinically efficacy,” says Dr. Joerg Strate, Head of Global Clinical Affairs at Philips Consumer Lifestyle.

The new Philips Sonicare AirFloss uses the same proprietary air and micro-droplet technology which dispenses rapid bursts of air and water droplets between teeth to remove plaque and bacteria. It removes up to 5 times more plaque than manual brushing alone<sup>2</sup> and 3 out of 4 U.S. dental practitioners surveyed said AirFloss is easier to use than a leading oral irrigator.<sup>3</sup>

The new Philips Sonicare AirFloss has an auto-burst function which provides a continuous stream of automatic bursts to clean between the teeth in less than 30 seconds. It features a new nozzle for improved targeting between teeth and reduced splash-back. The nozzles now come in different colors for easy identification for individual family members. It now also includes an improved reservoir door with fill-level indicator and an improved ergonomic design for better stability, all of which make it even easier to use.

“The new Philips Sonicare AirFloss will help patients who don't floss to improve compliance and oral health. After 3 months, 96% of irregular flossers used Sonicare AirFloss 4 or more days per week<sup>4</sup>. Not only does it improve oral health, but it is also the easier way to start a new dental health routine<sup>5</sup>.” explains Dr. Strate.

The new Philips Sonicare AirFloss will be available for 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 AirFloss visit  
[www.philipsoralhealthcare.com](http://www.philipsoralhealthcare.com).

<sup>1</sup> A Randomized, Parallel Design Study to Evaluate the Effect of AirFloss (Chinook) on Removal of Interproximal Plaque and Reduction in Gingivitis. Jain V, Wei J, Jenkins W, Delaurenti M.

<sup>2</sup> A Randomized, Parallel Design Study to Evaluate the Effect of AirFloss (Chinook) on Removal of Interproximal Plaque and Reduction in Gingivitis. Jain V, Wei J, Jenkins W, Delaurenti M.

<sup>3</sup> Survey of U.S. dental professionals conducted by Metrix Lab, USA. Comparison product: Waterpik Waterflosser Ultra.

<sup>4</sup> A 3-Month In-Home Use Test to Assess Product Usage Using Philips Sonicare AirFloss. S. Krell, A. Kaler, J. Wei

<sup>5</sup> An Ease of Use Study to Evaluate Philips Sonicare AirFloss, String Floss and the Waterpik Waterflosser (IHUT). S. Krell, A. Kaler, J. Wei.

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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).*