

Week #4
News Release Assignment

Rachel Hetrick
Target: Consumer media

NEWS from
Philips Oral Healthcare

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FOR IMMEDIATE RELEASE
October 26, 2020

SONICARE ELITE POWER TOOTHBRUSH STUDY YIELDS POSITIVE RESULTS
United States and Canada-based study evaluates various aspects of oral hygiene

SNOQUALMIE, Wash.—Ninety-five percent of patients showed overall improvement in oral hygiene after 90 days of using the Sonicare Elite power toothbrush, a study finds.

The practice-based research study was conducted from July 1 – Sept. 29, 2020 with more than 1,700 patients and 900 registered dental hygienists (RDHs) in the United States and Canada, all of whom had never used the toothbrush before. The RDHs evaluated the patients before and after a 90-day use period.

The Sonicare Elite is manufactured by Philips Oral Healthcare, but the study was conducted by independent research firm Morley Research.

Following the 90-day study period, 93% of patients said they preferred the Sonicare Elite over their regular toothbrush. Three out of four patients reported that they planned to replace their current brush with the Sonicare Elite.

“While we’re certainly pleased with the technical results of this study, it was also very interesting to discover the improvements that users felt and saw in their teeth,” said Chris McInnis, principal scientist for clinical affairs at Philips Oral Healthcare.

More-more-more

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McInnis was referencing two of the study's findings, the first that more than 80% of patients reported their teeth feeling cleaner and smoother. The second was that overall, users experienced less gum inflammation and bleeding, reduced plaque, and fewer stains from coffee and tobacco.

Taking it a step further, the company guarantees that the Sonicare Elite will result in naturally whiter teeth and healthier gums in just 28 days.

"We designed the Sonicare Elite with an ambitious list of goals – to provide a fun yet effective way for adults to clean their teeth," said Jorge Iglesias, Philips Oral Healthcare's head of product development. "That's why we included two glow-in-the-dark colors, a built-in timer, two brush speeds, and an ergonomic handle and tip."

The built-in timer notifies the user to change quadrants of the mouth every thirty seconds while brushing and then signals the end of the two minutes of total brushing time recommended by dental professionals.

The Sonicare Elite power toothbrush comes in two models, retailing at \$119.99 and \$139.99. For more information on Sonicare or the study, dental professionals or consumers may call 1-800-676-7664, or visit sonicare.com.

Phillips Oral Healthcare is a leading health technology company that aims to improve people's health and well-being and is owned by Royal Philips Electronics. Its products provide integrated solutions across the industry.

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Note to Editors and News Directors:

Videos, photos, and infographics are available upon request.