

PHILIPS

Oral healthcare
Innovation guide



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M&M
Dental Associates

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Inspiring healthy smiles for life.

Your partner in advancing oral care, Philips designs products that are clinically proven, easy to use and preferred by patients.

Dental professionals worldwide recommend Philips Sonicare and Philips Zoom. From our patented Sonicare toothbrush technology to our range of take-home whitening formulas, we create innovative products driven by science that deliver outstanding results.

We invite you to learn more at philipsoralhealthcare.com.

PHILIPS
sonicare

PHILIPS
ZOOM!



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† Refers to Philips Sonicare power toothbrushes only. *In the U.S.



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Philips Sonicare technology

Breakthrough innovations to help you improve the oral health and overall well-being of your patients

Power toothbrushes



New!

Dynamic cleaning action powered by 31,000 brush strokes per minute provides a thorough-yet-gentle clean

Philips Sonicare FlexCare Platinum

For patients who aren't getting the best results due to challenges with brushing technique.

- New AdaptiveClean brush head
- Intuitive pressure sensor
- Three intensity settings and three cleaning modes
- Up to 10x more plaque removal in hard-to-reach areas¹

Recommended pairings:



Philips Sonicare Fluoride Sensitivity Relief Toothpaste²

The sonic mechanism of the toothbrush increases delivery of fluoride through plaque biofilm³



Philips Sonicare TongueCare+

In one click, patients can transform their Sonicare toothbrush into a tongue cleaning solution that targets the cause of oral malodor

A range of brush heads to suit the needs of every patient



New!

AdaptiveClean

Deepest clean, up to 4x more surface contact⁴



DiamondClean

Superior cleaning and removal of surface stains⁵



InterCare

Advanced cleaning interproximally



ProResults gum health

Gentle, effective plaque removal for sensitive teeth



For Kids

Cleans and protects growing teeth and gums

¹ Than a manual toothbrush. ² Available in five varieties. ³ In a lab study. ⁴ Than a DiamondClean brush head. ⁵ Available in Standard and Compact sizes.

Power toothbrushes



Philips Sonicare DiamondClean

For patients who want the ultimate cleaning experience. Superior plaque removal¹ and powerful whitening, including our best whitening brush head.

- Eliminates surface stains to whiten smiles in just one week
- Five brushing modes
- Dual-charging system for home and on-the-go
- Removes up to 7x more plaque²



Philips Sonicare For Kids with Bluetooth® technology and coaching app

For young patients who need to learn proper brushing techniques. Routine training increases over 60-day app lifespan.

- Children navigate the app with their "Sparkly" training partner
- 98% of parents surveyed say it's easier to get their kids to brush longer and better²
- Removes up to 75% more plaque³



Philips Sonicare 3 Series

For patients who need to focus on better gingival health. Three intensity settings and a dedicated gum health brush head.

- Improves gum health up to 100% more¹
- Improves gum health up to 2x better in two weeks¹
- Gently removes up to 6x more plaque along the gumline¹

Interdental cleaning

Effectiveness meets compliance for inconsistent flossers



Philips Sonicare AirFloss Pro

For inconsistent flossers who need to improve their interproximal health, Air and liquid micro-droplets remove plaque along the gumline and in hard-to-reach areas.

- Clinically proven as effective as floss for gingival health¹
- Removes up to 99.9% of plaque biofilm from the treated area²
- 95% of patients surveyed said AirFloss Pro was easy to use³
- 89% of patients said it was easier to use than string floss³
- 82% of patients said it was easier to use than Waterpik³

Recommended pairings:



Philips Sonicare BreathRx
For a more targeted and refreshing treatment.



Philips Sonicare PerioRx
For localized interproximal delivery of our prescription oral rinse.



¹ When used in conjunction with a manual toothbrush and antimicrobial rinse in patients with mild to moderate gingivitis. AirFloss is designed to help inconsistent flossers develop a healthy daily interdental cleaning routine. For more information, please visit www.philips.com/AirFloss/faq ² In a lab study, actual in-mouth results may vary ³ Survey of U.S. patients

Oral hygiene

Proven effective oral care products for a total clean

Philips Sonicare TongueCare+

For patients concerned about oral malodor. A tongue cleaning duo that transforms a Sonicare toothbrush into a breath management tool.

- Kills 99% of oral malodor bacteria¹
- Penetrates deep around papillae to reduce oral malodor up to 78% better²
- Fits all Sonicare click-on system power toothbrush handles



Handle not included.

Philips Sonicare Fluoridex

For patients at a high risk of dental caries, our prescription toothpastes offer the same look, taste and feel of leading consumer brands.

- 1.1% (5000ppm) sodium fluoride protection
- Range of formulas to suit the needs of every patient
- Nearly twice as many patients surveyed preferred the taste of Fluoridex to Clinpro³



Philips Sonicare BreathRx

For patients in need of a total hygiene regimen that offers superior malodor protection. The #1 dentist-recommended breath care system⁴

- Alcohol-free, sugar-free
- Kills odor-causing bacteria and neutralizes gases responsible for bad breath
- Only breath care system with CPC and Zytex™ (zinc gluconate, thymol, eucalyptus oil)



Philips Sonicare PerioRx

For patients who need a chlorhexidine gluconate oral rinse to combat gingival disease, PerioRx has a less medicinal taste to aid compliance.

- Comprehensive antimicrobial action to treat gingivitis, gingival redness and swelling/bleeding gums
- Clean mint flavor



6 Philips Sonicare

¹ In a lab study. ² Than brushing the tongue with a manual toothbrush. ³ Toothpaste Preference Test. ⁴ Among dentists who recommend a breath care system.



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Philips Zoom technology

Our portfolio of convenient and effective whitening products helps you meet the unique needs of every patient

In-office whitening

Give patients a brighter, more beautiful smile in just one office visit



Philips Zoom WhiteSpeed

For patients who want immediate and the most dramatic results, this fast and safe procedure uses advanced LED light technology to accelerate the whitening process.

- Up to eight shades whiter in 45 minutes¹
- Customizable intensity settings
- 99% of patients experienced little to no sensitivity during the WhiteSpeed treatment



Philips Zoom QuickPro

For patients who want a noticeably whiter smile in minimal time, they can now add a quick whitening treatment to any dental appointment.

- Whitens up to four shades and takes just five minutes to apply
- Sealant layer locks whitening varnish in place
- Low volume formula leads to virtually no sensitivity

Recommended pairings:



Relief[™] ACP Oral Care Gel

Provides enamel protection, reduces sensitivity and helps improve tooth luster



Philips Sonicare Fluoridex Sensitivity Relief Toothpaste

Leading up to a whitening treatment, patients should use daily for two weeks to minimize sensitivity

Recommended pairing:



Philips Sonicare BreathRx Whitening Toothpaste

Combines the benefits of fluoride, tartar control and enhanced stain removal, with the malodor protection of Zytex[™]

¹ Excluding prep time

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Take-home whitening

Customize a whitening plan to fit each patient's lifestyle and preferences

- No refrigeration
- Unique formulation including ACP, fluoride and potassium nitrate
- 2.4 ml dual-barrel syringes

Philips Zoom NiteWhite Quick (22% CP)

For patients looking for noticeable results as soon as possible from the comfort of home.

- Wear time: Overnight or 2-4 hours daily
- A noticeably whiter smile in just seven days
- Optimum results fast



Philips Zoom DayWhite Maximum white (14% HP)

For patients who want dramatic results and who prefer to wear their trays for a minimal amount of time.

- Wear time: 15 minutes, twice a day
- A noticeably whiter smile in just seven days
- Optimum results in two weeks



Philips Zoom DayWhite Gentle (6% HP)



Philips Zoom DayWhite Touch-ups (9.5% HP)



Philips Zoom NiteWhite Maximum white (16% CP)



Recommended pairing:











Philips Sonicare Fluoridex Sensitivity Relief Toothpaste

For ongoing take-home treatment, patients should use twice daily to minimize sensitivity

Philips Zoom whitening overview

Our portfolio of convenient and effective whitening products helps you meet the unique needs of every patient

Product	Packaging	Concentration	Treatment	Stain Type	Results
WhiteSpeed		25% HP	45 minutes in-office ¹	Yellow, brown, grey	Up to 8 shades
Ultimate Protocol		25% HP in-office + 16% CP take-home	45 minutes in-office + 2-4 rounds of take-home	Most severe stains	Average improvement of 11 shades ²
QuickPro		20% HP	5-minute in-office application, 30-minute wear time	Yellow	Up to 4 shades ³
NiteWhite Quick		22% CP	2-4 hours or overnight	Yellow, brown, grey	For fast results
NiteWhite Maximum white		16% CP	2-4 hours or overnight	Yellow, brown, grey	Optimum results within 2 weeks
DayWhite Maximum white		14% HP	15 minutes twice daily	Yellow, brown	Optimum results within 2 weeks
DayWhite Gentle		6% HP	30 minutes once daily	Yellow, brown	Optimum results within 2 weeks
DayWhite Touch-ups		9.5% HP	5-10 minutes once daily	Yellow surface stains	Repeat as needed

¹ Wear time ² Results from nine case studies, may not be representative of actual results ³ Average shade improvement

Patient solutions

Let us help you find the combination of products that's best suited for your patients

Oral health solutions

Gingival Health

For patients who are focused on improving their gingival health.

Products:

- Philips Sonicare FlexCare Platinum
- AdaptiveClean brush head
- BreathRx Whitening Toothpaste
- Philips Sonicare AirFloss Pro
- BreathRx Antibacterial Mouth Rinse



Sensitivity

For patients seeking relief from the sharp pain of sensitive teeth and gums.

Products:

- Philips Sonicare FlexCare Platinum
- ProResults gum health brush head
- Fluoridex Sensitivity Relief Toothpaste
- Fluoridex Daily Renewal Rinse
- Relief[®] ACP Oral Care Gel



Breath Care

For patients in need of a total oral health regimen that delivers a clean mouth and lasting fresh breath.

Products:

- Philips Sonicare FlexCare Platinum
- AdaptiveClean brush head
- Philips Sonicare TongueCare+
- BreathRx Antibacterial Mouth Rinse
- BreathRx Whitening Toothpaste



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Orthodontic care

Ortho Kit – Essentials

For patients who need the basic tools to keep their teeth clean, healthy and white during orthodontic treatment.

Products:

- Philips Sonicare 3 Series
- ProResults gum health brush head
- InterCare brush heads
- Fluoridex Daily Defense Toothpaste
- BreathRx Antibacterial Mouth Rinse
- Philips Zoom Whitening Pen



Ortho Kit – Premium

For orthodontic patients who could benefit from Philips Sonicare's most effective set of oral care tools.

Products:

- Philips Sonicare FlexCare Platinum
- AdaptiveClean brush head
- InterCare brush heads
- Fluoridex Daily Defense Toothpaste
- BreathRx Antibacterial Mouth Rinse
- Philips Zoom Whitening Pen



Recommended pairings:



Philips Sonicare AirFloss Pro.
Ideal for orthodontic patients to clean interproximally.



Philips Zoom QuickPro
After orthodontic treatment is complete, give patients a noticeably whiter smile in minimal time.

Whitening solutions

Prophy Whitening

For patients who want to add a quick whitening treatment to their checkups and also maintain their white smile between appointments.

Products:

- Philips Zoom QuickPro
- Philips Sonicare DiamondClean
- DiamondClean brush head
- BreathRx Whitening Toothpaste
- Philips Zoom Whitening Pen



Ultimate Whitening

For patients with more severe staining, a brighter smile can be achieved by combining our best whitening products.

Products:

- Philips Zoom WhiteSpeed
- Philips Zoom NiteWhite Maximum white
- Philips Sonicare DiamondClean
- DiamondClean brush head
- Fluoridex Sensitivity Relief Toothpaste
- Fluoridex Enhanced Whitening Toothpaste
- Philips Zoom Whitening Pen



Whitening QuickStart

For patients seeking a fast shade change, combining both in-office and take-home treatments can yield the best results.

Products:

- Philips Zoom QuickPro
- Philips Zoom NiteWhite Quick
- Philips Sonicare DiamondClean
- DiamondClean brush head
- BreathRx Whitening Toothpaste
- Philips Zoom Whitening Pen



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