

# Philips Sonicare For Kids Q&A

## For Dental Professionals/Trade Media

### PRODUCT SPECIFIC

#### Broad Product

#### 1. What is Philips Sonicare For Kids?

Philips Sonicare For Kids is the only Philips Sonicare power toothbrush for pediatric patients. It's specifically designed to help children ages four to ten get the most from each brushing while they learn. Its unique features and benefits encourage better compliance and exceptional results that will hopefully stay with them for the rest of their life.



#### 2. How exactly does Philips Sonicare For Kids work?

Sonicare's revolutionary sonic technology creates a unique dynamic cleaning action that drives fluid between teeth and along the gumline to dislodge plaque in hard-to-reach areas, delivering superior results versus a manual toothbrush and gentle-yet-effective cleaning for pediatric patients.

Additionally, Philips Sonicare For Kids has kid-friendly features to help children start a lifetime of proper oral care.

- KidTimer slowly increases brushing time over 90 days to help kids reach the dentist-recommended two minutes
- Rubber overmold on the brush head helps protect young teeth
- Two different kid-friendly power modes for gentle effective cleaning
- KidPacer offers musical encouragement helps kids brush their entire mouth thoroughly
- Slim ergonomic handle helps them easily grip the brush and set it on the counter to apply toothpaste
- A fun, new design with eight faceplates and additional decorative stickers to let kids personalize their brush
- Large on/off button is easy for kids to find
- Two brush head sizes are available (standard and compact) to suit a variety of ages and mouth sizes

*Dental Professional Version*

**PHILIPS**  
**sonicare**

## Supporting Evidence

- Removes up to 75 percent more plaque in hard-to-reach areas than a children's manual toothbrush<sup>1</sup>
- Removes up to 90 percent more plaque overall than a leading children's battery-powered toothbrush after a single use of each brush<sup>1</sup>
- Removes significantly more plaque than a children's manual toothbrush<sup>1</sup>
- Children ages 7 to 10 brushed significantly longer with Philips Sonicare For Kids than with a children's manual toothbrush<sup>2</sup>

### 3. What is the price point for Philips Sonicare For Kids?

The US suggested retail price for Philips Sonicare For Kids is \$49.99.

### 4. When will Philips Sonicare For Kids be available for my patients? Where can they purchase it?

Philips Sonicare For Kids will be available in 2014 at retail outlets and select dental offices.

### 5. Is Philips Sonicare For Kids safe for children?

Yes. In clinical studies Philips Sonicare For Kids has been proven safe and gentle on teeth and gums for ages four and older.

### 6. Does Philips Sonicare For Kids feature different power modes?

Yes, Philips Sonicare For Kids features two kid-friendly modes, Low and High, that are 60 and 40 percent less powerful than Philips Sonicare FlexCare. The Low mode also has significantly less vibration and a lower noise level than Philips Sonicare Flexcare. Both settings are designed to ensure a gentle-yet-effective clean.

### 7. What is the difference between the two power modes?

There are two different power modes, Low and High. The Low mode has a gentle amplitude of a 7° sweep and is recommended for new and young brushers. The High mode sweeps 9° and is designed for children who brush independently and are acclimated to the Sonicare experience. To give you a reference, Philips Sonicare FlexCare currently has an amplitude of 11° and the same frequency of 240hz.

### 8. When should patients use the different power modes on Philips Sonicare For Kids?

We recommend that young patients (four to seven) and new power-toothbrush users start on the Low mode. For older patients (seven to ten) or experienced power toothbrush users, we recommend the High mode for maximum results. Although there are no overt directions on when a child should use either mode, it is incumbent on the parent to help adjust the toothbrush power for an individual child's needs. Additionally, once a child is comfortable with the power and length of brushing, we recommend that parents 'graduate' that child to the High mode for maximum results.

### **9. Is there something different about the Philips Sonicare For Kids timer versus other Sonicare power toothbrushes that have a timer and quadpacer?**

Yes. Philips Sonicare For Kids features an innovative KidTimer function that helps pediatric patients reach the recommended two-minute brushing time by progressively increasing the brushing duration over the course of 90 days. Furthermore, the musical tones of the KidPacer technology indicate when to move to another quadrant of the mouth to help ensure a thorough, full-mouth clean.

#### **Supporting Evidence**

- Children ages seven to ten brush significantly longer than with a manual toothbrush<sup>3</sup>

## **Brush Heads**

### **10. What types of brush heads are available for Philips Sonicare For Kids?**

Philips Sonicare For Kids comes with one standard sized brush head, but there is also a compact brush head size available. The standard size is perfect for children with normal-sized mouths, while the compact size is better suited to children with smaller mouths. Younger children may like the compact size better, but the right fit depends on the child.

### **11. What is the difference between the Philips Sonicare For Kids and ProResults brush heads?**

The Philips Sonicare For Kids brush head has been specifically designed to meet the special needs of children. It has a rubberized overmold to protect young and growing teeth against potential chatter, the ID color ring was removed to eliminate a potential choking hazard and the bristles are a clear color to denote the gentleness that the toothbrush delivers. Both Philips Sonicare For Kids and ProResults bristles are in the same layout and trim.

### **12. Are the new Philips Sonicare For Kids brush heads compatible across all Philips Sonicare models?**

No, the brush heads for Philips Sonicare For Kids were specifically designed to work with just the Philips Sonicare For Kids handle, and vice versa. Since this is a specialized brush for a very specific age group, the swapping of handles and brush head is not recommended.

### **13. Why does the brush head improve efficacy?**

Designed with broader sweeping motion and contour fit bristles, when combined with Philips sonic technology, the brush head provides increased tooth coverage and better plaque removal than a number of other leading manual<sup>1</sup> and battery-powered toothbrushes.<sup>1</sup> It creates a unique dynamic cleaning action to drive fluid between teeth and along the gumline to dislodge plaque biofilm in hard-to-reach areas.

### **14. Why does Philips Sonicare recommend replacing the Philips Sonicare For Kids brush head at three months?**

Recent evidence indicates a higher rate of bristle wear in toothbrush heads. Based on these findings, we have aligned our recommendation with the official American Dental Association (ADA) policy of replacing the toothbrush head every three months.

### 15. Why don't the Philips Sonicare For Kids brush heads have reminder bristles?

The predictability of bristle wear as demonstrated by the reminder bristles in adults is relatively consistent in adults, but not in children. Children tend to bite, chew and diminish the efficacy of a brush head over time with widely divergent results. Parents should visually inspect the brush head to ensure that superior efficacy is maintained and may need to replace the brush heads more frequently than the recommended three months.

## Handle Technology

### 16. What is unique about the handle technology of Philips Sonicare For Kids?

Like all Philips Sonicare toothbrushes, Philips Sonicare For Kids contains the core Philips Sonicare technology that defines its operating range of amplitude and frequency. Its “motor” or drive train is engineered with the same sonic technology used in all Sonicare toothbrushes. The handle is also water tight and hermetically sealed. This prevents moisture, including saliva, from getting into the handle.

Additionally, Philips Sonicare For Kids has an ergonomic handle that fits easily in a child's hand with two gripping locations that can help children brush with an adult and transition to independent brushing. It features an extra large on/off button to make it easy to find and an anti-roll feature that allows for easy toothpaste application. It also has a fun, new design and comes with eight interchangeable faceplate stickers and others for additional flair that make it engaging for children to change the look of their brush to fit their personality.

### 17. What is the KidPacer?

The KidPacer is a series of musical notes that helps your child navigate through their entire mouth. Much like the technology used in all current Philips Sonicare power toothbrushes (Quadpacer), the KidPacer uses musical notes to alert the children to move to the next brushing quadrant. At the end of the complete brushing a congratulatory melody will play and the toothbrush will turn off. The KidPacer notes and melodies are different on the Low and High mode. For parents who do not actively brush their children's teeth with them, they can listen for the congratulatory sound to ensure that their child has gone through the complete brushing cycle.

### 18. Why is the anti-roll handle important?

Throughout our extensive research, we learned that young children have a unique way of applying toothpaste onto their toothbrush. Young brushers tend to lay the toothbrush flat on the counter and with two hands, apply toothpaste to the brush head. Therefore, it was imperative that Philips Sonicare For Kids have a stable base so that the toothbrush would not roll around while toothpaste is being applied.

### 19. How are the stickers changed?

The interchangeable stickers for the brush can easily be replaced, but may require parental help. There are eight larger panel stickers and two sheets of decorative stickers that come with the Philips Sonicare For Kids brush, which can all be used to customize a child's toothbrush. First, remove the backing on the desired sticker. Make sure that the plastic white section on the handle is clean and dry, and align the buttons and the holes in the panel and press the panel firmly onto the handle. To clean or change the stickers, simply peel up the corner and remove. The stickers cannot be applied, removed and reapplied. The unused stickers may be stored.

### 20. Are additional stickers available for purchase?

No, currently the ones that come with the starter kit are the only ones available.

### 21. What can be done if the stickers are lost?

In the event that the stickers are lost, please contact our toll-free number 1-800-682-7664.

### 22. Why are the power and mode button so far apart?

Through research, we learned that young brushers tend to hold their toothbrushes at a very high gripping location. Their dexterity lends itself to more control towards the top of the toothbrush, so it was important that there is a gripping location for them. In addition, as parents help their children brush during the learning phase, there is ample open space on the handle where parents can assist. When children graduate to the more independent brushing style, the large open space between the power and mode button facilitates a natural gripping area.

### 23. What is the Easy-Start ramp-up feature?

To introduce young patients to the Philips Sonicare experience, we developed the Easy-Start feature, which gently increases the brushing power over the first 14 brushings. The Easy-Start ramp-up feature is on both low and high brushing modes. If a child is familiar with the Philips Sonicare experience, Easy-Start may be deactivated. Place the handle on a live charger, then press and hold the power button for two seconds. One beep will indicate that Easy-Start has been deactivated, two beeps indicates it has been reactivated.

### 24. Is the Philips Sonicare For Kids hermetically sealed? Can saliva or moisture get into the handle?

The Philips Sonicare For Kids handle is water tight and hermetically sealed. No type of moisture can get into the handle.

### 25. Is the battery in the Philips Sonicare For Kids environmentally friendly?

Philips Sonicare For Kids uses environmentally friendly Li-ion (Lithium Ion) batteries.

## Competition

### 26. Do you have clinical, scientific evidence that Philips Sonicare For Kids performs better than other pediatric toothbrushes on the market?

Yes, we have conducted a number of clinical studies comparing Philips Sonicare For Kids to other manual and battery toothbrushes.

- Removes up to 75 percent more plaque in hard-to-reach areas than a children's manual toothbrush<sup>1</sup>
- Up to 90 percent better plaque removal overall than a leading children's power (battery) toothbrush after a single use of each toothbrush<sup>1</sup>
- Removes more plaque than a leading kid's manual toothbrush<sup>1</sup>
- Children aged 7 to 10 brushed significantly longer than with a manual toothbrush<sup>2</sup>

Additionally, 93 percent of dental professional parents were highly satisfied with the cleaning performance of Philips Sonicare For Kids, and 91 percent prefer it for their own children.<sup>3</sup>

### 27. How does Philips Sonicare For Kids compare to Oral B Stages?

Philips Sonicare For Kids delivers exceptional brushing results for children ages four to ten. Compared to Oral-B Stages, Philips Sonicare For Kids is clinically proven to remove significantly more plaque than Oral-B® Stages® manual toothbrush<sup>1</sup> and Crest® Spinbrush® battery toothbrush<sup>1</sup> after a single use of each brush.

## Safety

### 28. Will Philips Sonicare For Kids be safe and gentle on my patients' teeth?

Yes, its soft bristles and two kid-friendly power modes (low and high mode) ensure a gentle but effective clean. Its unique rubber overmold feature provides additional protection for children's teeth.

### 29. Can Sonicare FlexCare be used by children?

Yes, but only if they have been given proper instruction, and/or are under supervision by an adult. For that reason, Philips Sonicare For Kids is specifically designed for parents to help teach children proper brushing habits so they can successfully transition to independent brushing.

### 30. Is Philips Sonicare For Kids safe on braces?

Yes, Philips Sonicare For Kids has been tested safe on braces. However, brush heads may wear out sooner than normal.

## Miscellaneous

### 31. Is Philips Sonicare For Kids guaranteed?

Yes, Philips Sonicare offers a money-back guarantee. Philips Sonicare For Kids carries a two-year warranty on manufacturer's defects. Units dispensed through the dental office also include our guaranteed better check-up or your money back.

### 32. How many brushings should I expect from a full battery charge?

A fully charged battery will provide twenty-eight brushings, equivalent to brushing for two times a day for two weeks.

### 33. Why is Philips Sonicare For Kids so expensive?

The price is a reflection of its technology and features, which clinically demonstrate superior oral health results while still being safe and gentle. In fact, more than 9 out of 10 dental professionals saw improvement in a child's brushing habits after using Philips Sonicare For Kids, and 93% of dental professional parents were highly satisfied with its cleaning performance.<sup>3</sup>

### 34. What are the main differences between Philips Sonicare For Kids and other Philips Sonicare power toothbrushes?

Unlike other Philips Sonicare toothbrushes, Philips Sonicare For Kids is designed specifically to help children get the most from each brushing while they learn how to brush properly and consistently for a lifetime of good oral care.

Philips Sonicare offers a range of toothbrushes to suit the oral care needs of consumers. All of our toothbrushes are known for their effective plaque removal and to help improve gum health.

### 35. Why did you develop this brush? Are there plans for Philips to develop more pediatric products?

Philips is committed to developing advanced oral care technology to improve overall oral health. Developed with children, parents and dental professionals in mind, Philips Sonicare For Kids was engineered to the Sonicare standard of excellence and features insight-driven innovation.

The Philips Oral Healthcare primary focus is on innovation in oral care, and we will continue to explore against that promise. If that leads us to developing more products for children, then that is where we will go.

### 36. Where can dental professionals find out more about Philips Sonicare For Kids?

Our web site provides a thorough description of all of the clinical data available on Philips Sonicare For Kids. Please visit [philipsoralhealthcare.com](http://philipsoralhealthcare.com) to find out more information.

<sup>1</sup> Milleman J, Putt M, Olson M, Master A, Jenkins W, Schmitt P, Strate J. *International J Pediatric Dent* 2009; 19:s1

<sup>2</sup> Defenbaugh J, Schmitt P, Master A, Jenkins W, Strate J. *International J Pediatric Dent* 2009; 19:s1

<sup>3</sup> Jenkins W, Master A, Defenbaugh J, Wei J. *Philips Oral Healthcare, Snoqualmie, WA; J Dent Res* 89 (spec iss B); Abstract 3696, 2010