Philips Sonicare 4100

Introducing **Philips Sonicare 4100**—the perfect way to introduce a power toothbrush into your

oral healthcare routine. From the #1 dentist-recommended sonic toothbrush brand worldwide, Philips Sonicare 4100 is designed for those looking for a powerful and thorough, yet gentle cleaning experience.

Powerful Yet Gentle Clean

Philips Sonicare 4100 is designed with advanced sonic technology that is clinically proven to remove more plaque from your teeth and along the gum line while protecting your gums.

- Removes up to 7X more plaque than a manual toothbrush¹
- Powerful bristle vibrations drive microbubbles deep between your teeth and along your gum line for a refreshing experience, providing two months' worth of manual brushing in just two minutes²
- **31,000 brush strokes** per minute gently clean your teeth, break up plaque and sweep it away for an exceptional daily clean
- Features two intensity settings to make the brushing session comfortable

Unique Technology to Optimize Your Brushing Experience

- **EasyStart™ technology:** Power level adjusts over the first 14 uses to help you get used to Sonic technology
- **Built-in pressure sensor:** Sensors automatically detect the pressure you apply to prevent gum damage and recession by flashing red and pulsating when it senses excess pressure to remind you to ease off
- **BrushSync™ technology**: Tracks how long you've been using your brush head for, how hard you've been brushing to ensure effectiveness and provides a reminder on your handle via a short beep to indicate when it's time to replace it
- SmarTimer[™]: Guarantees you are brushing for the dental professional recommended two minutes
- QuadPacer[™]: Prompts you to move to the next section of your mouth to ensure a complete clean

Easy Usage On the Go:

- Enjoy on the go thanks to a 14-day long-lasting battery life and a slim travel case
- USB charger uses less plastic, helping Philips Sonicare reduce plastic consumption across the Philips Sonicare 1000-4000 Series by 189,210 kg every four years

Availability: Philips Sonicare 4100 is now available on Philips.com and at Amazon.com, BestBuy.com, and Target.com.

Suggested Retail Price: MSRP \$49.99

For more information, please contact: Access Brand Communications Mary Burke 212.801.4402 Maryb@accesstheagency.com

1 vs. manual toothbrush for healthier teeth and gums2 based on two periods of two-minute brushings per day on standard mode



