Pre-sales leaflet for United States (2018, December 2)



Sonic electric toothbrush - Dispense

- 3 modes, 3 intensities
- 2 brush heads
- With pressure sensor
- Tongue brush and tongue spray

HX9188/11

Deep, gentle cleaning

10x more plaque removal and healthier gums*

With FlexCare Platinum, even the deepest clean is gentle enough to protect your teeth and gums. Thanks to the AdaptiveClean brush head and intuitive pressure sensor, you get maximum plaque removal and a gentle experience however you brush.

Benefits

Philips Sonicare's deepest clean yet

- Adaptive cleaning technology for a deep yet gentle clean
- Follows the shape of your teeth and gums for a deeper clean
- Dynamic cleaning action for better oral health

Innovative technology

- Designed specifically for the tongue
- A powerful combination

Offers a customized brushing experience

- Three intensity settings and three cleaning modes
- New Deep Clean: Effortlessly tackle trouble spots

Helps you meet recommended brushing guidelines

• Alerts you when you're brushing to hard



Features

A deep clean however you brush



Old habits can be hard to break, except when you're brushing with next generation FlexCare Platinum. Thanks to the innovative AdaptiveClean brush head and intuitive pressure sensor that are at the core of our adaptive cleaning technology, even hard-to-reach trouble spots become easy to care for. The bristles of the AdaptiveClean brush head curve around your teeth and gums for up to 4x more surface contact^{**} and up to 10x more plaque removal. If you're brushing too hard, the pressure sensor makes the toothbrush handle gently pulsate so you can be gentle to your gums while being tough on plaque.

AdaptiveClean brush head



Our AdaptiveClean brush head is the only electric toothbrush head that can follow the unique shape of your teeth and gums. With soft flexible sides made of rubber, this brush head can follow every curve. It offers up to 4x more surface contact and up to 10x more plaque removal along the gum line and between teeth. As the brush tracks along the gum line, it absorbs any excessive brushing pressure you might apply so you can be gentle on gums however you brush.

Intuitive pressure sensor



You might not notice if you're brushing too hard, but your FlexCare Platinum toothbrush will. If you apply too much pressure, the intuitive pressure sensor will make the toothbrush handle gently vibrate so you know exactly when to adopt a softer touch. In studies, 7 out of 10 aggressive brushers successfully reduced their brushing pressure thanks to the pressure sensor.

Customized brushing experience

•	
۲	

With three intensity settings and three cleaning modes, FlexCare Platinum offers optimal comfort as you get a truly deep clean. If you need to pay extra attention to trouble spots, the three-minute Deep Clean mode delivers exceptional results. Use Clean mode for a superb everyday clean, or White

mode for stain removal. Set the intensity to Low, Medium or High according to your personal preference.

Deep Clean mode



Our all-new Deep Clean mode delivers an exceptional clean in hard-to-reach places. The unique motion of the brush head in this mode plus an extended three-minute brushing time makes it the ideal choice when you want to pay extra attention to trouble spots.

Design



In healthy patients, up to 80% of oral malodor comes from the tongue. But most patients don't clean it, and those who do typically use a manual toothbrush, which isn't designed to clean the tongue.

Dual-action technology



Philips Sonicare TongueCare+ pairs sonic technology and the antibacterial strength of Philips Sonicare BreathRx Tongue Spray to target the primary cause of oral malodor. Innovative tongue brush with 240 elastomer MicroBristles to clean deep around papillae. 31,000 vibrations per minute help break up tongue coating and sweep away debris and bacteria. Alcohol-free tongue spray with cetylpyridinium chloride (CPC) and ZytexTM to neutralize VSC gasses, in a thick, concentrated formula that lubricates the tongue for a gentle clean.

Sonic technology



At over 31,000 strokes per minute, next generation FlexCare Platinum delivers a superior clean that you'll both see and feel. The dynamic cleaning action of our sonic technology drives fluid deep between teeth and along the gum line. As your FlexCare Platinum brush gently massages the gums, it stimulates blood circulation and helps to dislodge plaque. You get a powerful yet gentle clean that delivers clinically proven results.

Specifications

Please note that this is a pre-sales leaflet. The contents of this leaflet reflect the best of our knowledge per date and country mentioned above. The contents of this leaflet are subject to change without notice. Philips does not accept any liability as to the contents of this leaflet.

M		0
	U	e

Modes		Ease of use	
3 intensities	High Low Medium	Battery indicator Brush head system Brushing time	Light shows battery status Easy click-on brush heads Up to 3 weeks***
Clean Deep Clean	For exceptional everyday clean	Display Handle	Illuminated display
White	For an invigorating deep clean Removes surface stains	Handle	Slim ergonomic design
		Ingredients	
Items included		Antibacterial tongue	0.09% CPC, Zytex
Brush heads	1 AdaptiveClean 1 InterCare standard	spray	
Charger	1	Expiration	
Handles	1 FlexCare Platinum	After opened	6 months
Travel case Antibacterial tongue	2oz	Shelf life	36 months
spray Tongue brush	1	Technical specifications	
Design and finishing		Battery Battery type	Rechargeable Lithium ION
Color	Platinum gray	Operating time (full to empty)	3 week battery life
Cleaning performance		Power	
Health benefits	Improves gum health in only two weeks	Voltage	110-220 V
Performance Speed	Removes up to 10x more plaque* Up to 62000 brush movement/min	Service	
Timer Whitening benefits Pressure sensor	SmarTimer and Quadpacer Helps naturally remove stains Vibrates handle to alert user	Warranty	2-year limited warranty

* than a manual toothbrush

*** Compared to a DiamondClean brush head *** based on two periods of two-minute brushings per day



data subject to change 2018, December 2 Version: 4.0.1

UPC: 00075020052155

© 2018 Koninklijke Philips N.V. All rights reserved.

Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips N.V. or their respective owners.

www.philips.com