

Introducing the 20-second toothbrush

The innovative Y-Brush provides a dentist-clean feeling in no time at all with its single motion brushing technology that reaches every corner of the mouth effortlessly.

Y-Brush's simultaneous brushing technology radically simplifies your oral care routine. Using Y-Brush for 20 seconds – ten seconds for the upper teeth and ten seconds for the lower – provides the same results as two minutes of traditional brushing.

Starting in 2024, Y-Brush will make its single motion brushing technology available to all consumers by offering universal brush heads that are compatible with all brands of sonic toothbrush handles. At the start of this year, Y-Brush unveiled a replacement head compatible with Philips Sonicare toothbrushes.

Y-Brush makes taking care of your oral health much easier and simpler for patients, and more efficient in the long run. With its innovative arch-shaped brush, all the teeth are brushed simultaneously, radically reducing the amount of time required for a complete clean.

Furthermore, the patented placement of the bristles within the brush ensures optimal technique is achieved every time, with zero user effort. A complete clean in only 20 seconds!

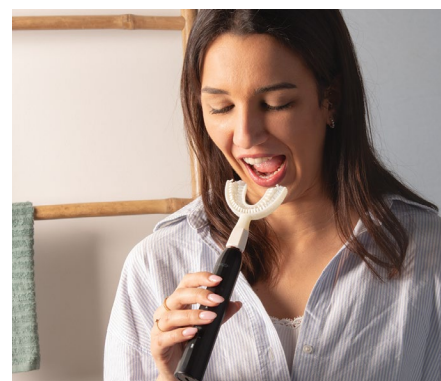
The way Y-Brush works is similar to the way a sonic electric toothbrush works: the handle transmits sonic vibrations to 35,000 nylon bristles arranged in the optimal formation

around the Y-brush mouthpiece. These vibrations create the motion that effectively cleans the teeth and gums. Each tooth is cleaned across all its surfaces for ten continuous seconds.

The innovative aspect of the product comes from the brush itself. The flexible brush has a Y shape, allowing for complete coverage of all teeth. Unlike silicone bristles and other materials that have been tested and found lacking, the nylon bristles are thin enough to reach the space between the teeth, which allows for deep cleaning and careful, gentle removal of dental plaque.

The Y-Brush mouthpiece was developed so as not to be too bulky in the mouth, to avoid causing a gag reflex or tongue restriction during use. Different sizes are available: for children aged four to 12 (S size) and for those aged 13+ (M size). It is also possible to use the device hands-free if necessary, ideal for people with physical limitations or disabilities.

The handle piece is made of ABS, a common thermoplastic polymer, lightweight and durable, compatible with current health standards, equipped with an electronic system allowing for the dissemination of sonic vibrations. The central circular button is surrounded by LEDs. These provide information about brushing, charging, and also allow the selection of different vibration



modes (depending on the model) to adapt to all oral sensitivities, from high intensity to low intensity. The battery is rechargeable, and a full charge lasts for three months.

The brush head is made from a flexible medical-grade material. It is equipped with very fine nylon bristles to preserve the teeth and gums, and they are inclined at a 45-degree angle.

The handle and the brush head are interchangeable. This means a single handle can be shared among multiple people in the same household, with each person having their own brush head and replacing it every four months. The device also comes with a small applicator that fits most commercially available toothpaste tubes, so the optimal amount of toothpaste is used every time, and people can use their preferred toothpaste.

To find out more and to purchase, visit <https://y-brush.com/en>.

A brush head as soft as marshmallows

Thirty percent of people are troubled with tooth sensitivity. They may experience pain or discomfort as a response to one or a number of triggers which may include hot, cold, sweet or acidic foods and beverages, cold air or water, or when brushing, flossing or using alcohol-based mouth rinses. Their typical response is to brush more gingerly or less frequently which can exacerbate the risk of developing periodontal disease.

With Philips' newly launched Sonicare ultra soft brush head for patients with sensitive teeth, it is possible to recommend a caring new brushing protocol as has been shown to reduce gum bleeding, redness and swelling.

The new Philips S2 brush head guarantees the softest brushing experience, with superior cleaning for sensitive teeth and gums. It has the thinnest bristle filaments of

any Sonicare brush head (0.1 mm) and more than 2,000 are amassed on the head, which makes it uniquely designed to provide an extra soft yet effective brushing experience. The stepped trim profile of the bristles also ensures that they hug the gumline and penetrate the interproximal areas most effectively.

Studies demonstrate that the new 'marshmallow soft' brush head is clinically

proven to remove ten times more plaque [than a manual toothbrush] effectively while remaining gentle on gums, ensuring patients receive a superior clean.

Brushing with Sonicare fitted with an S2 brush head improves gum health significantly better than a manual toothbrush; this is because the extra soft bristles gently brush along the gumline, for up to five times healthier gums in just six weeks.

The new brush head is also more sensitive to environmental concerns as 70% is formed from bio-based plastic and can be recycled through Philips' backed Terracycle scheme.

The new S2 brushhead will sell for £6.82 and is available from the new Sonicare online shop: <https://www.philips.co.uk/c-m-pe/electric-toothbrushes>.

