

New Sonicare Elite®



**Start making a difference  
to your oral health**

PHILIPS  
**sonicare**  
the **sonic** toothbrush

# The difference to your oral health

How can you make a difference to your oral health? Start using a power toothbrush every time you brush. Many studies have shown that power toothbrushes are more effective than manual toothbrushes when it comes to better oral health. Very few people can apply perfect brushing technique to a manual toothbrush, so you may consistently miss critical areas in your mouth that can cause trouble later on. A power toothbrush not only helps your brushing motion, but may also help you brush longer and reach areas in your mouth that you normally can't with a manual toothbrush.

## The Sonicare difference



Our patented sonic technology is the difference between Sonicare and other power toothbrushes. Sonicare combines high speed bristle movement with an

extra-wide sweeping motion to create a powerful, yet gentle fluid action. It is this dynamic fluid action that reaches beyond the bristles—between the teeth and below the gumline. In fact, new Sonicare Elite, with its next generation technology and design, removes significantly more plaque than a manual toothbrush, and cleans 20% better between the teeth than Sonicare Advance.



## Guaranteed to make a difference

There are so many power toothbrushes out there, all making so many claims that it's hard to believe that one can truly be different from another. But the Sonicare experience is unique—it's an experience beyond mere bristles. Try it. You'll find that it's the smoothest, cleanest and most refreshing feel you can get without a professional. In fact, Sonicare results in naturally whiter teeth and healthier gums in just 28 days or your money back. Guaranteed. It's the brushing experience that speaks for itself.

**Ask your dental professional about new Sonicare Elite. And find out why Sonicare is the brand personally used by more dental professionals.**

## A dynamic part of any oral hygiene program

An effective oral hygiene program consists of thorough brushing and daily flossing. Sonicare fits easily into this program. Its unique benefits are most obvious when it comes to specific conditions or dental procedures. The following provides information on a variety of conditions you may encounter:

**Gum Disease.** Plaque is the major cause of gum disease. This soft, sticky

substance consists of many types of bacteria which multiply and can cause

infection in the gum tissue and bone. This infection can be controlled through effective plaque removal. If you notice that your gums appear red and swollen, or bleed when flossing or brushing, this may be the first sign of gingivitis. When it comes to brushing, Sonicare has been clinically proven to reverse gingivitis and help shrink periodontal pockets.

**Implants, Crowns and Bridges.** Gum tissue around an implant, crown or bridge needs even

greater care than the gum tissue around a normal tooth. It is critical to keep this gum tissue healthy to give the implant or crown a greater chance of success. Sonicare helps remove plaque at the gumline where the crown and tooth meet, and has been clinically proven over time to be more effective at reducing plaque and improving gum health around implants than a manual toothbrush.



## Oral health and your overall health

A tremendous amount of medical and dental research continually provides new insights into the relationship between your oral health and your overall health. Conditions such as stress, poor nutrition, medications and hormonal fluctuations can have a negative impact on gum health. Gum disease has been associated with diabetes, heart disease and low birth weight babies. So it's important to do everything possible to keep your gums healthy. Between you, your dental professional and Sonicare, you can tailor an oral hygiene program that best fits your oral health needs.

**Dry Mouth.** If you take medication or are dehydrated or stressed, you may experience dry mouth. It can also be caused by surgery and certain disease states such as diabetes. Dry mouth is caused by a lack of natural salivary flow, so it can affect chewing, swallowing, digestion and speech. Since dry mouth may lead to cavities and gum disease, it's important to stimulate saliva production. The Sonicare power toothbrush is proven to help increase saliva flow in people suffering from dry mouth.

**Braces.** You may think of braces merely as "teeth straighteners." But do you

know how they actually work? Braces work by applying slow, gentle pressure to teeth. The bones below the teeth are flexible and will yield to pressure, resulting in better jaw alignment and straighter teeth. Better alignment aids in improved chewing and a more beautiful smile. Because of the wires, brackets and bands surrounding the teeth, good oral hygiene is essential. Sonicare technology is proven to improve gum health as it reaches and cleans between brackets, wires and bands.



**Tooth Sensitivity.** Did you know that one out of every four adults has sensitive teeth? Prevention begins with gentle brushing. Sonicare is gentle on sensitive teeth and has been found to significantly reduce the pain associated with sensitive teeth.



*I Care focuses on the "care" in Sonicare and is dedicated to helping your dental professional provide you with the best oral care possible.*

*To reinforce our goal of improved oral health, Philips Oral Healthcare proudly supports the American Association of Orthodontists, the American Academy of Periodontology and its foundation, the AAPF.*

American Association of  
Orthodontists



# Features of the Next Generation

New Sonicare Elite includes ergonomically advanced features that help make brushing easier:



## Patented sonic technology.

Sonicare's bristle tips move 3 times faster than all other leading power toothbrushes



## Extra-soft bristles.

Extra-soft, end-rounded bristles ensure deep yet gentle cleaning



## Superior cleaning technology.

Next generation sonic technology with angled neck, tapered brush head and contour-fit bristles



## Dual-speed control.

High speed for optimal plaque removal and low speed for sensitive areas



**Quadpacer®.** 30-second interval timer encourages thorough brushing of each quadrant of your mouth



## Smartimer®.

2-minute timer helps ensure dental professional recommended brushing time



## Ergonomic tapered handle.

Tapered handle with luxury soft grip improves maneuverability; no moving parts in the handle reduces the potential for breakdown



## Easy-start®.

Gently increases brushing power over the first fourteen uses, helping new users get accustomed to power toothbrushing



**The Sonicare Elite 7800 Professional Series includes additional features**

PHILIPS  
**sonicare**  
the **sonic** toothbrush

[www.sonicare.com](http://www.sonicare.com)

1-800-682-7664