

# PHILIPS

**sonicare** ZOOM!



**Your care +  
Our innovation +  
Patient empowerment =  
Changed lives**



See how Philips Oral Healthcare can help you build your dental practice with innovative, evidence-based solutions.



“My teeth feel the exact same way as when I leave the dentist after they clean them. I instantly felt the difference.”

- Ana  
Philips Sonicare DiamondClean Smart user

# Enhancing smiles and lives, together

At Philips, we're committed to partnering with dental professionals like you to push the boundaries of oral care and develop products you feel confident recommending and using in your practice.

Explore the latest Philips Oral Healthcare solutions to keep your patients' smiles strong, healthy and bright. These solutions can help patients extend the care you've started in-office and maintain their oral and overall health at home. Together we can continue transforming oral healthcare.

## Over 30 years of unrivaled technology

Philips Sonicare technology delivers 62,000 bristle movements per minute, creating a dynamic fluid action that gently pulses liquid between teeth and along the gumline. In addition to the high frequency-high amplitude sweeping motion, our power toothbrushes have a second motion: an in-and-out movement of the brush head as it sweeps. Not visible to the naked eye, this pulsation motion penetrates completely through the thickness of average biofilm.



1 In the US.  
2 Among dental professionals who have patients requesting specific brands of whitening.




# Power toothbrushes: Better brushing every time


## DiamondClean Smart 9400

Give your patients a clear picture of their brushing habits with DiamondClean Smart. Smart sensor technology sends brushing data to the Philips Sonicare app, providing personalized coaching while our Premium All-in-One brush head delivers our best all-around results.


- Up to 20x more plaque removal<sup>1</sup>
- Up to 15x healthier gums<sup>2</sup>
- Removes up to 100% more stains in less than 2 days<sup>3</sup>




Interactive coaching app




5 Cleaning modes




3 Intensity settings




Visual pressure sensor




Brush head replacement reminder



Mode pairing



Brushpacer




Brush heads




## ProtectiveClean 4700

ProtectiveClean is a simple solution for a superior, gentle clean. Featuring two modes (Clean, Gum Care) and a pressure sensor that lets patients know when they're brushing too hard—it's the ideal choice for optimal gingival health.


- Improves gingival health up to 100% more<sup>1</sup>
- Removes up to 10x more plaque<sup>1</sup>




2 Cleaning modes




3 Intensity settings




Pressure sensor



Brush head replacement reminder



Quadpacer & Smartimer



Brush heads



## Philips Sonicare 2300

For patients new to power brushing, Philips Sonicare 2300 offers sonic technology, two intensities and an easy-start feature to simplify the transition from a manual toothbrush.

- Gentle yet effective cleaning



2 Intensity settings



Quadpacer & Smartimer




Brush heads




## ExpertClean 7400

ExpertClean 7400 focuses on how patients brush, helping them improve their oral care routine in between visits. Personalized feedback from the Philips Sonicare app provides guidance and helps patients achieve their personal oral care goals for exceptional check-ups.


- Removes up to 10x more plaque in hard-to-reach areas<sup>4</sup>
- Up to 7x healthier gums in just 2 weeks<sup>4</sup>




Interactive coaching app




3 Cleaning modes




3 Intensity settings




Brush heads




Pressure sensor



Brush head replacement reminder



Mode pairing



Brushpacer



## Sonicare For Kids with coaching app

The Sonicare For Kids power toothbrush with Bluetooth® wireless technology and interactive coaching app work together to help motivate children to brush independently, while the KidTimer helps children gradually increase their brushing time to 2 minutes, training them to brush for longer. Ages 3+.

- 98% of parents surveyed say it's easier to get their kids to brush longer and better<sup>2</sup>
- Removes up to 75% more plaque<sup>3</sup>



Interactive coaching app



2 Intensity settings



KidTimer



Brush heads



1 vs. a manual toothbrush  
2 In Clean mode vs. a manual toothbrush; measured by MGI at 6 weeks  
3 In a lab study vs. a manual toothbrush; actual results may vary  
4 vs. a manual toothbrush, when used in Gum Health mode

1 vs. a manual toothbrush  
2 vs. a manual toothbrush alone  
3 vs. a children's manual toothbrush

# A brush head for every patient

Patients can tailor their brushing experience by selecting from a variety of brush heads for their preferences and daily routine.

# Power Flosser 3000

Flossing reinvented for improved gingival health gives patients an easier way to clean in between teeth.

Patient issue:  
**Multiple concerns**

Multiple oral care issues

A3

Premium  
All-in-One

**Design:**  
Longer bristles with triangular tips remove up to 100% more stains in less than a week<sup>1</sup> and result in up to 15x healthier gums<sup>2</sup>

**Removes up to 20X more plaque<sup>3</sup>**



Patient issue:  
**Improper brushing technique**

Ultimate care

C3

Premium  
Plaque Control

**Design:**  
Soft, flexing sides for up to 4x more surface contact<sup>4</sup>

**Removes up to 10X more plaque<sup>5</sup>**



Patient issue:  
**Poor gingival health**

Gum care

G3

Premium  
Gum Care

**Design:**  
Extra-soft bristles deliver a gentle clean along the gumline, while flexible sides and bristles absorb excessive pressure to help protect gums

**Up to 7X healthier gums in just 2 weeks<sup>6</sup>**



Patient issue:  
**Interdental plaque**

Ortho

i

InterCare

**Design:**  
Extra-long, high-density bristles target hidden biofilm caught deep between teeth

**Removes up to 7X more plaque<sup>3</sup>**



Patient issue:  
**Poor gingival health**

Gum care

G2

Optimal  
Gum Care

**Design:**  
Densely packed, high-quality bristles gently remove biofilm and improve gum health

**Improves gum health up to 4X better<sup>3</sup>**



Patient issue:  
**Staining**

Whitening/Stain removal

W

DiamondClean

**Design:**  
Diamond-shaped bristles to effectively yet gently remove extrinsic stains caused by food, drinks and smoking

**Up to 100% less stains in a week<sup>7</sup>**



Patient issue:  
**Sensitivity**

Sensitivity

S

Sensitive

**Design:**  
Ultra-soft bristles paired with a gentle trim profile cushion teeth for an ultra-sensitive brushing experience

**Ultra-soft bristles for gentle, effective cleaning**





**A smart brushing experience for your patients' brightest smile**

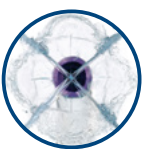
Advanced BrushSync technology automatically sets your patients up for their deepest clean every session. Using RFID technology, the handle and brush head sync to select the best settings and track when it's time to replace the brush head.

1 vs. a manual toothbrush, in a lab study, actual results may vary  
2 In Clean mode vs. a manual toothbrush; measured by MGI at 6 weeks  
3 vs. a manual toothbrush  
4 As compared to DiamondClean brush head

5 From hard-to-reach areas compared to a manual toothbrush  
6 In Gum Health mode vs. a manual toothbrush; measured by GBI  
7 In White+ mode vs. a manual toothbrush



## Cordless Power Flosser



**Quad Stream technology**  
Creates four wide streams for a thorough clean interproximally and along the gingival margin to remove up to 99.9% of plaque in treated areas<sup>1</sup> and cover up to 9x the area of a single jet irrigator.<sup>2</sup>



**Pulse Wave technology**  
Brief pauses in the cleaning pulsations prompt your patients to glide the nozzle to the next interproximal space to help ensure a whole-mouth clean.



**Sleek, ergonomic design**  
Ergonomic grip and 360-degree rotating nozzle let patients easily maneuver around their mouth.



**Clinically proven**  
Up to 150% more effective than floss in improving gum health.<sup>3</sup>



**Different settings and modes**  
Three intensity settings and two flossing modes: Clean and Deep Clean.



**Convenient for patients**  
For patients who are starting a regular flossing habit, value convenience and portability or have more limited counter space.



## Countertop Power Flosser



**Different settings and modes**  
10 intensity settings and two flossing modes for a highly personalized flossing experience.



**Clinically proven**  
Up to 180% more effective than string floss at improving gingival health.<sup>4</sup>

1 In an in-vitro study, actual results may vary  
2 In a lab study, actual results may vary  
3 Between teeth, after two weeks, in patients with moderate to severe gingivitis, when used with Quad Stream nozzle on high setting with a manual toothbrush vs. using manual toothbrush with string floss

4 When used with the Quad Stream nozzle on setting 8 with a manual toothbrush in patients with moderate to severe gingivitis vs. using a manual toothbrush with string floss

# Cover every patient need with all-in-one bundles

## Essentials bundle

Improving at home care, the effective and gentle ProtectiveClean toothbrush with replacement brush heads empower patients switching from a manual to a power toothbrush.

**Includes:**

- 1 ProtectiveClean handle
- 4 C3 Premium Plaque Control brush heads
- 1 Travel case
- 1 Charger
- 1 Reusable tote



## Optimal at-home care bundle

Creating healthy oral care routines at home, this bundle is ideal for patients with goals of improving gingival health, caries concerns, or with orthodontic treatments.

**Includes:**

- 1 ProtectiveClean handle
- 1 C3 Premium Plaque Control brush head
- 3 InterCare brush heads
- 1 Cordless Power Flosser
- 1 Quad Stream nozzle
- 1 Standard nozzle
- 1 Travel case
- 1 Charger
- 1 Reusable tote



## Sonicare For Kids starter pack

Power toothbrush and interactive app work together to build healthy brushing habits at home.

**Includes:**

- Sonicare For Kids handle with standard kids brush head
- 1 Sonicare For Kids compact brush head
- Sonicare For Kids standard brush head replacement 3-pack
- Coloring book
- 1 Reusable tote



## Premium solutions for gingival health and perio care

Treatment plans for improving gingival health, or perio treatments. Ask about our clinical evidence demonstrating proven perio care.

**Includes:**

- 1 DiamondClean Smart handle
- 2 A3 Premium All-In-One brush heads
- 1 G3 Premium Gum Care brush head
- 1 TongueCare+ tongue brush head
- 1 Cordless Power Flosser
- 1 Quad Stream nozzle
- 1 Standard nozzle
- 1 Toothbrush travel case
- 1 Glass charging stand
- 1 Reusable tote



## Optimal care with at-home whitening treatments bundle

Create healthy oral care routines at home with the Philips Sonicare ProtectiveClean toothbrush, Power Flosser and Philips Sonicare Advanced at-home whitening treatment.

**Includes:**

- 1 ProtectiveClean handle kit
- 1 Cordless Power Flosser kit
- 1 Advanced whitening at-home kit
- 1 Reusable tote bag



## Essentials bundle with at-home whitening

Perfect for that patient switching from a manual to a power toothbrush. The effective yet gentle ProtectiveClean toothbrush with replacement brush heads and at-home whitening treatments improve patient oral care.

**Includes:**

- 1 ProtectiveClean handle
- 3 C3 Premium Plaque Control brush heads
- 1 Advanced whitening at-home kit
- 1 Reusable tote bag





# Philips Zoom! WhiteSpeed LED Lamp

The fast, dramatic results you want.  
The whiter smiles your patients deserve.

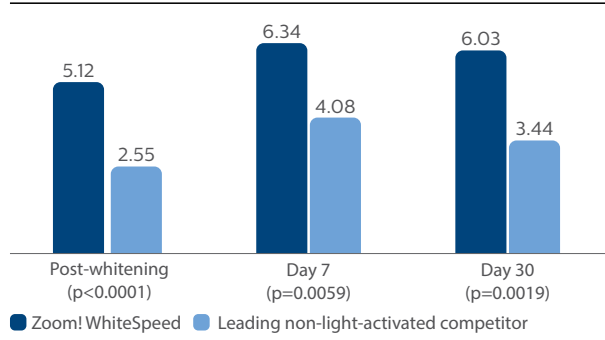
- Philips Zoom! is the No. 1 in-office professional whitening treatment in the U.S.<sup>1</sup>
- Uses an innovative and exclusive blue LED light to help patients safely reach a brighter, healthier-looking smile with less chair time
- Completed in three 15-minute whitening sessions for clinically proven up to eight shade change in 45 minutes<sup>2</sup>
- Patients receive a custom fabricated tray, along with a DayWhite or NiteWhite take-home whitening gel syringe and a Relief® ACP oral care gel syringe

**50%** better whitening results vs. the leading non-light competitor using our 25% hydrogen peroxide gel vs. their 40% hydrogen peroxide gel

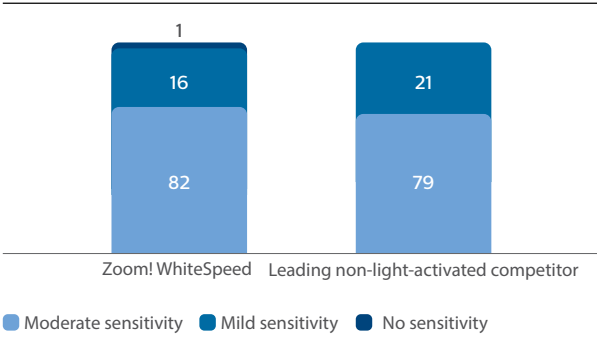
### Clinically proven superiority

In a study with 135 subjects, WhiteSpeed provided over 50% better results than a competitor both immediately following the procedure and after 7 and 30 days, using a 25% HP formula vs. a 40% HP competitor's formula.<sup>3</sup>

Median ΔE Post Whitening  
Day 7 and Day 30



Maximum Sensitivity Experienced from Whitening Treatment %



## Don't let sensitivity hold patients back

Tooth sensitivity is a potential risk with all whitening procedures, but it shouldn't prevent your patients from achieving the confident, bright smile they'll love. Our Philips Zoom! WhiteSpeed LED lamp prescreening and procedure protocol provides a step by step guide to ensure your patients have a comfortable experience.

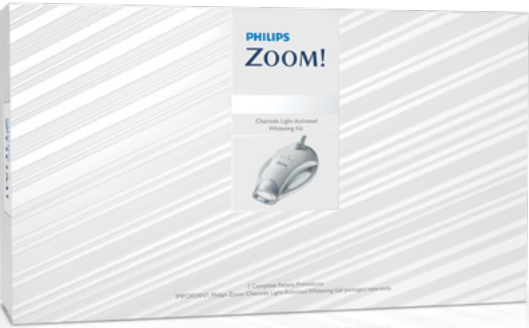
WhiteSpeed before



WhiteSpeed after



Eight shade improvement



Dental Product Shopper  
Evaluation Snapshot:

**Ease of use: 4.6 out of 5<sup>4</sup>**



Each Philips Zoom! WhiteSpeed LED lamp kit contains everything you need for two patient whitening procedures.

**99%** of patients surveyed experienced little to no sensitivity during their WhiteSpeed treatment<sup>5</sup>

### Tackle severe tooth discoloration with Ultimate Protocol

For patients with severe tooth discoloration, a confident smile might not always come naturally. The innovative combination of Philips Zoom! WhiteSpeed chairside whitening and Philips Zoom! NiteWhite take-home treatment produces maximum results. It's a powerful, safe option for dramatic whitening from the brand trusted by patients.

Ultimate Protocol before



Ultimate Protocol after



11 shade improvement

- Ultimate Protocol consists of four 15-minute Philips Zoom! WhiteSpeed sessions, followed by two to four weeks of take-home treatments of Philips Zoom! NiteWhite 16% CP
- Nine case study patients experienced an average improvement of 11 VITA shades,<sup>6</sup> and two patients achieved 14 shades, from the Philips Zoom! Ultimate Protocol

1 Among dental professionals who have patients requesting specific brands of whitening  
2 Not including prep time  
3 Compared to Opalescence Boost  
4 Dental Product Shopper Buyer's Guide Feb. 2017

5 Li Y, Lee S, Kwon S.R, Arambula M, Yang H, Li J, Delaurenti M, Jenkins W, Nelson M, Souza S, Ward M. Data on file, 2012  
6 Results from one case study; may not be representative of actual result



# Philips Zoom! DayWhite + NiteWhite

More than whitening. Formulated to protect enamel, reduce sensitivity and improve tooth luster.

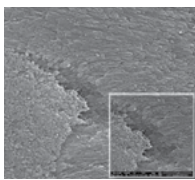
## Power of Three formulation

Philips Zoom! is the only professional take-home whitening system with the Power of Three: ACP (amorphous calcium phosphate), fluoride and potassium nitrate.

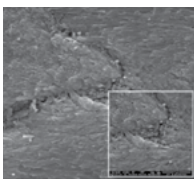
	Fluoride	Potassium nitrate	ACP
Philips Zoom!	✓	✓	✓
Competitors	✓	✓	

## Role of ACP in tooth whitening

- Enamel protection
- Reduces sensitivity
- Helps improve tooth luster

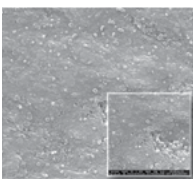


**Leading competitor**  
Demineralization of enamel with major intercrystalline spaces



**Philips Zoom! NiteWhite**

Improved enamel surface smoothness and luster



**Philips Zoom! DayWhite**

Take-home before



Take-home after

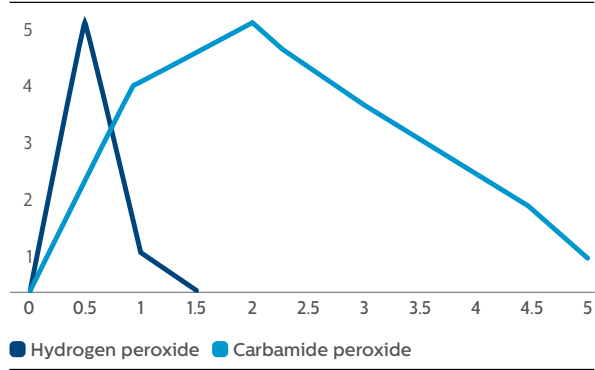


Philips Zoom! NiteWhite is the first whitener to combine ACP with the proven effectiveness of potassium nitrate to create a new standard for patient comfort in take-home whitening.

# Custom Philips Zoom! take-home whitening

Hydrogen peroxide is a fast-acting ingredient that releases most of its whitening power within 90 minutes, reaching maximum whitening strength in 30 minutes. In contrast, carbamide peroxide releases its whitening power within five hours and reaches its maximum strength in two hours.

Hydrogen and carbamide peroxide breakdown  
Rate of decline (%)



Source: Dr. Bruce Mattis, Dr. Van Haywood

## A helpful tip

To convert hydrogen peroxide to a carbamide peroxide equivalent, multiply the hydrogen peroxide percentage by 2.765.

To convert carbamide peroxide to a hydrogen peroxide equivalent, divide the carbamide peroxide percentage by 2.765.

Product	Concentration	Equivalent
DayWhite	6% HP	16.6% CP
	9.5% HP	26.3% CP
	14% HP	38.7% CP
NiteWhite	10% CP	3.6% HP
	16% CP	5.8% HP
	22% CP	8.0% HP

Unique DayWhite and NiteWhite solutions powered by ACP, fluoride and potassium nitrate



New patient kit



Patient refills



Dispensing kit

## DayWhite (hydrogen peroxide + ACP + fluoride + potassium nitrate)

For patients who want results fast with minimum daily wear time.

<b>6% HP</b>	<b>Wear 30-90 minutes daily</b>	<b>9.5% HP</b>	<b>Wear 30-60 minutes daily</b>	<b>14% HP</b>	<b>Wear 30 minutes daily</b>
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## NiteWhite (carbamide peroxide + ACP + fluoride + potassium nitrate)

For patients with dentinal sensitivity and/or those who prefer to whiten while they sleep.

<b>10% CP</b>	<b>Wear 2-4 hours daily or overnight</b>	<b>16% CP</b>	<b>Wear 2-4 hours daily or overnight</b>	<b>22% CP</b>	<b>Wear 2-4 hours daily or overnight</b>
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**New patient kit contents:** Travel bag, 6 syringes (2.4mL), tray case, shade guide, .  
**Patient refill kit contents:** Box of 10 3-syringe refill packs. Total of 30 syringes (2.4 mL each).  
**Dispensing kit contents:** Box of 25 individually wrapped syringes (2.4 mL each).

All syringes contain 2.4 mL, 3 dual-arch applications.



# Philips Sonicare Teeth Whitening Kit

Whiten patients' teeth up to 5 shades<sup>1</sup> — no chair time required<sup>2</sup>

Patients just grab and go.

Trusted professional-grade whitening for proven results at home, from the makers of Sonicare® and Zoom®.

Brighter smiles for patients in 3 easy steps.



- What patients receive
- 1 case
  - 2 sets of trays
  - 3 syringes
  - Shade guide

Remove years of stains.<sup>3</sup>

Gel molecules break down stains from the inside to whiten teeth.

High speed, low sensitivity.<sup>4</sup>

Developed by dentists, our gel formula is backed by expertise and proven safe on enamel and gentle on teeth. User trials and testing participants report little or no tooth sensitivity.

Easy for patients to mold trays at home.<sup>5</sup>

Mouth trays mold easily so patients can personalize them, with no labor needed on your part. Trays can be reused and are easily cleaned with water.

1 72% of 64 participants, US, 2022.  
2 No need to mold trays in the office or work with a lab partner as patient molds boil and bite tray in the comfort of their homes for a semi-custom fit. Trays can be reused for multiple rounds of whitening.

3 Study subjects did not use professional whitening products for previous 2+ years.  
4 81% of 67 participants, US, 2022.  
5 73% of participants agreed to: "The trays were easy to mold"(n=139).

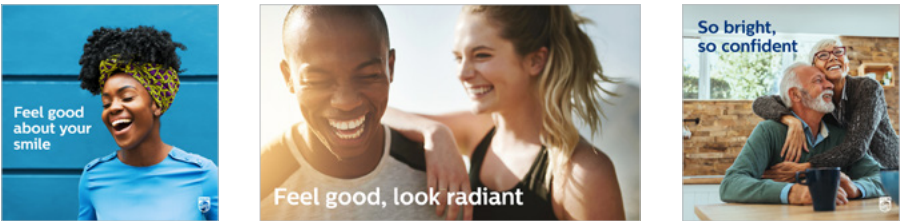


# Philips whitening overview

Our portfolio provides the options you need to give your patients a smile they'll love.

# Build your practice with Philips whitening today

Product	Packaging	Concentration	Treatment	Stain type	Results
WhiteSpeed LED Lamp		25% HP	45 minutes in-office <sup>1</sup>	Yellow, brown, grey	Up to 8 shades <sup>2</sup>
Ultimate Protocol		25% HP in-office + 16% CP take-home	45 minutes in-office + 2-4 weeks of take-home treatments	Brown, grey, tetracycline <sup>3</sup>	Up to 14 shades. Average 11 shades <sup>3</sup>
Take-home DayWhite (hydrogen peroxide + ACP + potassium nitrate + fluoride)		6% HP	30-90 minutes daily	Yellow, brown	Optimum results within 2 weeks
		9.5% HP	30-60 minutes daily	Yellow, brown	Optimum results within 2 weeks
		14% HP	30 minutes daily	Yellow, brown	Optimum results within 2 weeks
Take-home NiteWhite (carbamide peroxide + ACP + potassium nitrate + fluoride)		10% CP	2-4 hours daily or overnight	Yellow, brown, grey	Optimum results within 2 weeks
		16% CP	2-4 hours daily or overnight	Yellow, brown, grey	Optimum results within 2 weeks
		22% CP	2-4 hours daily or overnight	Yellow, brown, grey	Optimum results within 2 weeks
Philips Sonicare Teeth Whitening Kit		6% HP	30 minutes daily	Yellow	Up to 4 shades
		9.5% HP	30 minutes daily	Yellow	Up to 5 shades
Whitening pen		5.25% HP	Twice daily	Yellow	Optimum results within 15 days
<div><div><div>Sensitivity solution: Relief® ACP (Amorphous calcium phosphate)</div><div></div></div><div>The FDA-cleared, dual-action sensitivity relief formula, Relief ACP is ideal for sensitivity caused by whitening, gum recession, root exposure and post root planing.</div></div>					



## Get started in just two steps:

- 1

Sign up at [philips.com/Zoompracticebuildingseries](https://philips.com/Zoompracticebuildingseries) for strategies on providing your patients with a brighter smile
- 2

Log in to [zoomsuccessguide.com](https://zoomsuccessguide.com) for downloadable marketing assets and tips for building your practice

We'll help you get started! Call (800) 422-9448 for a free 30-minute consultation

## Tips for success

### Add Philips whitening to your core offerings

- ☐ Reward your team with incentives
- ☐ Dedicate one day of the week for whitening procedures

### Get your team involved

- ☐ Invite them to complete training modules on [Zoomtraining.com](https://Zoomtraining.com)
- ☐ Have them experience a whitening treatment

### Tell your patients

- ☐ Merchandise for your office and share on social media with marketing materials available through [zoomsuccessguide.com](https://zoomsuccessguide.com)
- ☐ Learn about the offer that saves your patients up to \$40 on their in-office treatment
- ☐ Advertise seasonal, holiday, and other special promotions (e.g. a new patient package with cleaning and whitening)
- ☐ Create a "Before and After" whitening album

1 Not including prep time.

2 Up to 8 VITA shades with Philips Zoom WhiteSpeed. Penchas, Data on file 2011.

3 Li Y, Lee S, Kwon S.R., Arambula, M, Yang H, Li J, Delaurenti M, Jenkins W, Nelson M, Souza S, Ward M. Data on file, 2012.





## Send patients home with the technology and oral hygiene solutions you trust

Show your new and existing patients the difference a personalized at-home routine with Philips Oral Healthcare solutions can make for their oral hygiene and health. Whether your patients are undergoing ortho/perio treatment or protecting cosmetic, implant or restorative work, keep each and every one smiling and coming back to you with improved results you can both celebrate.

### Recommending Philips Sonicare and Zoom! to your patients today helps drive toward:

- ✓ Better patient retention
- ✓ Improved results on routine patient visits
- ✓ Increase in new patients
- ✓ Easy treatment plans for a variety of patient conditions





# Even more resources for your practice

Explore more materials from Philips Oral Healthcare at [philipsoralhealthcare.com](https://philipsoralhealthcare.com)

- Find practice building resources, guides and materials to engage patients in the office.
- Take advantage of marketing materials to inform patients about solutions they can buy from your practice.
- Access patient education materials to teach them about oral care conditions and improve at-home compliance.
- Plus get CE-credit from on-demand courses, live webinars and more at [philipsohclearning.com](https://philipsohclearning.com).

Order your Philips Oral Healthcare solutions today at **ProShop.Philips.com** or contact Philips at **(800) 422-9448**

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