



Press information

Factsheet for CES – Philips Sonicare Breath care

Philips understands that the healthcare industry is vastly changing. To remain at the forefront of digital innovations Philips has developed a portfolio of connected propositions to encourage people to invest in preventative diagnostic devices to stay healthy, live well and enjoy life.

Philips Sonicare Breath care

Philips Sonicare Breath care is the first smart breath management system that enables consumers to accurately measure their breath quality, learn how their oral hygiene habits impact results, and improve their breath and overall oral health. Philips Sonicare Breath care includes the Philips Sonicare Breath analyzer, which connects to the Philips Sonicare app and the Philips Sonicare TongueCare+ brush head and BreathRx Antibacterial tongue spray. Together they provide consumers the tools to achieve better breath, better habits and better oral health.

What causes bad breath?

- While most people associate bad breath with food smells and lifestyle habits such as smoking, however, those types of odors are only temporary. In fact, 80% of bad breath is actually a result of bacteria build-up in the mouth, especially on the tongue¹.
- Consumers are not always aware of the impact of these “silent” bacteria in the mouth as they often cannot smell the odors on their own breath.
- The type of bacteria responsible for bad breath also can be associated with other oral health problems, and should therefore be addressed with a good oral care routine.

Meaningful oral care innovation through superior technology

- The Philips Sonicare Breath care system addresses breath quality, taking breath care and oral health care to the next level. The Philips Sonicare Breath analyzer, which utilizes Breathometer™ sensor technology, is a professionally accurate device that measures odor-causing gases released by bacteria in the mouth in just 30 seconds. The device analyzes the sample of air from the user’s mouth, and then sends the information to the Philips Sonicare app via Bluetooth®.
- The Philips Sonicare app displays real-time results, tracks breath quality patterns over time, and provides personalized coaching to improve the user’s breath quality and oral care habits.
- The Philips Sonicare TongueCare+ tongue brush head has 240 flexible MicroBristles that contour to the grooves in the tongue to remove the hidden bacteria that your toothbrush and mouthwash cannot reach. The brush head easily clicks on to your

¹ ADA, The American Dental Association Position on Bad Breath

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Sonicare handle and cleans with 31,000 vibrations per minute to quickly break up food, waste, and bacteria on the tongue.

- The Philips Sonicare BreathRx Antibacterial tongue spray is proven to kill 99% of the germs that cause bad breath² and to neutralize odors³ upon contact, with the added bonus of the mint flavor leaving your mouth feeling extra fresh.

The first smart breath management system, for better breath and better habits

- Philips understands that 30% of people worldwide suffer from chronic bad breath⁴ and 75% of people worldwide are concerned about bad breath⁵.
- Philips Sonicare Breath care is the first complete breath management system that measures and tracks the bacteria in the mouth that affects breath quality, shows users how their oral care routine impacts their scores and coaches them to achieve longer lasting fresh breath and better oral health.
- The Philips Sonicare Breath analyzer detects levels of the odor-causing bacteria by-products in the breath, with professional accuracy in just 30 seconds. The results are instantly displayed on the Philips Sonicare app, where users can also track oral care habits and view their progress over time.
- Using the Philips Sonicare TongueCare+ tongue brush head and Philips Sonicare BreathRx antibacterial tongue spray, in just 60 seconds users can kill and clean away odor-causing bacteria at the source of most bad breath.
- Philips Sonicare Breath care empowers users build good oral care habits to achieve longer lasting fresh breath and better overall oral health.
- In fact, nine out of ten dental professionals surveyed would recommend Philips Sonicare Breath care to help consumers prioritize their oral health between dental visits.⁶

² Philips data on file, 2016

³ Philips data on file, 2015

⁴ Philips data on file, 2016

⁵ Philips data on file, 2016

⁶ Philips data on file, 2016