

PHILIPS



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For over 30 years, Philips Sonicare has been a trusted name in oral healthcare, offering innovative solutions backed by extensive research and development. The brand's products are not only effective but also highly regarded by dental professionals worldwide for their ability to enhance patient outcomes. The latest research further solidifies Philips Sonicare's position as a leader in oral healthcare, highlighting its clinical benefits in periodontal management.

A recently published six-month clinical study demonstrated the significant advantages of the Philips Sonicare over manual toothbrushes in improving gingival health for patients with Stage I/II periodontitis post non-surgical periodontal therapy. This randomised, 24-week trial examined the effects of NSPT combined with home oral hygiene maintenance.

The results were compelling: patients using the Sonicare DiamondClean Smart showed superior reductions in bleeding on probing depths compared to those using a manual toothbrush. Remarkably, 34.7% of Sonicare users achieved periodontal stability by week 16, compared to just 1.4% of manual toothbrush users. These findings underscore the efficacy of Philips Sonicare as a critical adjunct to professional periodontal treatment.

The Philips Power Flosser elevates interdental cleaning with its Quad Stream technology, which creates four wide streams of water using a unique X-shaped nozzle. This innovation removes up to 99.9% of plaque in treated areas, as demonstrated in in vitro studies. Covering nine times more surface area than traditional single-stream oral irrigators, the Power Flosser offers a faster, more effective, and more comfortable cleaning experience, requiring less technique than manual floss.

Further in vitro research highlights the Power Flosser's effectiveness in managing periodontal conditions. The Cordless Power Flosser was shown to remove up to 99%

of oral biofilm from 6mm deep periodontal pockets and demonstrated an 80% reduction in periodontal pathogen abundance within 48 hours of use.

Philips Sonicare's clinically proven range delivers significant reductions in plaque, bleeding, and periodontal pocket depth, offering a safe and effective alternative to manual brushing and flossing. These benefits are complemented by advanced connected features available in some Sonicare toothbrush models. These brushes integrate with a smartphone app, providing tracking and monitoring tools that help patients refine their brushing technique and maintain optimal oral hygiene routines.

Philips understands the importance of hands-on experience for patients and clinicians. Dental practices can access free experiential Sonicare kits, including trial brush heads, power handles, and protective sleeves, allowing patients to experience the benefits firsthand during in-practice trials.

Philips Sonicare continues to set the standard in oral healthcare, combining decades of expertise with cutting-edge research and development to provide dental professionals with the tools they need to support their patients in achieving superior periodontal health.

Philips launches new Dental Professional Ecommerce Store

Philips has launched a new store, which enables dental professionals 24/7 access to product information, and the ability to order products at any time. The webshop also provides real time product availability data, and allows HCPs to track any current orders. Feel free to visit: https://www.b2bshop.philips.com/philipsb2bstorefront/gb11-04/en_GB/GBP/login

Philips Dental Professional Hub

Philips has also developed a new educational hub to help dental professionals empower patients with innovative, evidence-based solutions that meet their unique oral care needs.

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