Three new studies show increased benefits for oral health

Philips is challenging dental professionals with the question “Do your patients love their toothbrush?” If they are using a manual toothbrush, the answer is probably a resounding “no.” But if proof were needed that encouraging patients to switch from a manual toothbrush to a Philips Sonicare power toothbrush can significantly improve their oral health, a set of new clinical studies show even more reasons. The data from these three studies reinforces the efficacy of using a Philips Sonicare power toothbrush to clean teeth and reduce gingivitis.

The Philips Sonicare brand is a leader in oral health care, and is backed by more than 173 publications and abstracts representing clinical and laboratory studies conducted at academic centers and research institutes worldwide. Philips Sonicare power toothbrushes are proven to promote and improve oral health for people with gingivitis and those who are at risk of developing periodontal disease. They have also demonstrated the ability to increase patient compliance by promoting a consistent oral and hygiene regime between dental appointments. As a result Philips Sonicare is the number one sonic toothbrush brand recommended by dental professionals for adults worldwide.

For more information on a host of these and other clinical studies please visit www.sonicare.co.uk/dp.