

PHILIPS

sonicare



Sonic electric
toothbrush with app

DiamondClean
Smart

Personalised coaching

Smart brush head sensors

Smart brush head recognition

5 modes, 3 intensities



HX9954/53

Complete system for a healthier mouth

Our best toothbrush with smart sensor technology

Get the ultimate clean with DiamondClean Smart electric toothbrush. Eliminate guesswork with real-time feedback and personalised coaching for superior teeth, gums, whitening and fresh breath. It's more than just a toothbrush - it's a complete oral care solution.

Proven to improve oral health

- Removes up to 10 x more plaque* for a deep clean
- Up to 7 x healthier gums* in just 2 weeks
- Remove up to 100% more stains** in just 3 days
- Enjoy long-lasting fresh breath

Personalised in-app coaching to perfect brushing

- Takes you back to any missed spots for 100% coverage
- Alerts you if you're pressing too hard
- Start taking better care of your trouble areas
- Guides your brushing and highlights missed areas
- Guides you to reduce your scrubbing

Optimise your brushing

- Easy and stylish charging — home and away
- Brush heads automatically select the optimal settings
- Choose from 5 modes and 3 intensity settings

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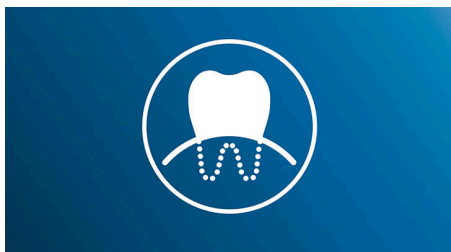
Highlights

Say goodbye to plaque



Click on the C3 Premium Plaque Control brush head to experience our deepest clean. With soft flexible sides, the bristles contour to the shape of each tooth to provide 4 x more surface contact*** and remove up to 10 x more plaque from hard-to-reach areas*.

Care for your gums



Click on the G3 Premium Gum Care brush head to improve your gum health. Its smaller size and targeted gumline bristles deliver gentle yet effective cleaning along the gum line, where gum disease starts. It's clinically proven to deliver up to 100% less gum inflammation* and up to 7 x healthier gums in just two weeks.*

Whiter teeth, fast



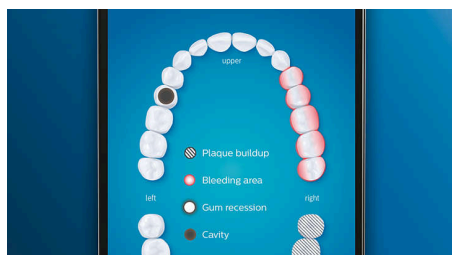
Click on the W3 Premium White brush head to remove surface stains and reveal your whitest smile. With its densely packed central stain removal bristles, it's clinically proven to remove up to 100% more stains in just three days.**

TongueCare+ tongue brush



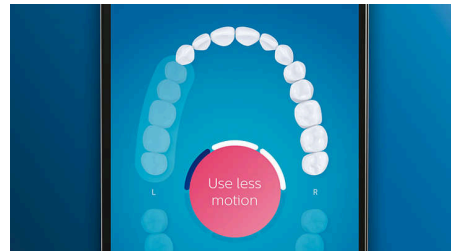
Click on the TongueCare+ tongue brush to gently remove odour-causing bacteria from the pores of your tongue. Its 240 specially designed MicroBristles get between all your tongue's ridges and grooves to remove bacteria and debris that lead to bad breath. Team with our antibacterial BreathRx tongue spray for superior cleaning and super-fresh breath.

Focus areas and goal-setting



Any trouble areas your dentist has pointed out? We'll highlight them on your in-app 3D mouth map and remind you to pay extra attention to these areas.

Never miss a spot



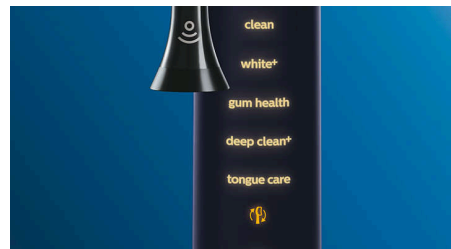
The Philips Sonicare app lets you know when you've achieved a thorough clean and coaches you to be a better, more mindful brusher.

Easy does it



With an electric toothbrush, you let the brush do the work. We've built a scrubbing sensor into your handle as a gentle reminder to reduce scrubbing. This way, you can improve your technique and get a gentler, more effective clean.

BrushSync mode pairing



Wondering which mode and intensity you should use? Wonder no longer. A microchip in your brush head tells your DiamondClean Smart which one you're using. So if you click on a gum-care brush head, for example, your toothbrush knows to select the optimal mode and intensity to provide gentle yet effective care for your gums. All you need to do is to press the power button.

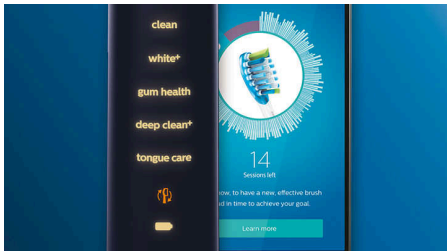
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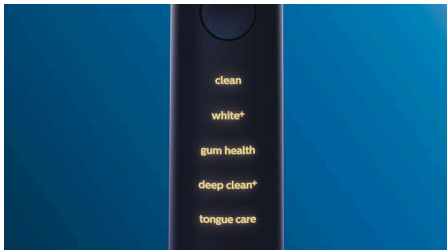
Highlights

Smart replacement reminders



Brush heads wear out over time and become less effective at removing plaque. With smart brush head recognition you'll never lose track of when to replace your brush head. Your toothbrush tracks how long and hard you've brushed with each brush head, and will alert you when it's time to replace. You can also monitor the lifetime of your brush heads in the Philips Sonicare app, and even order replacements so you're never caught short.

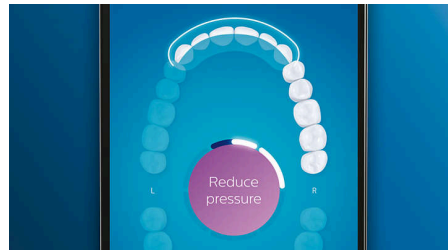
5 modes, 3 intensity settings



DiamondClean Smart comes with five modes which cover a range of brushing needs: Clean mode is for exceptional daily cleaning, White+ is for removing stains, Deep Clean+ gives you an invigorating deep clean, Gum Health provides a gentle yet effective clean for gums, and Tongue

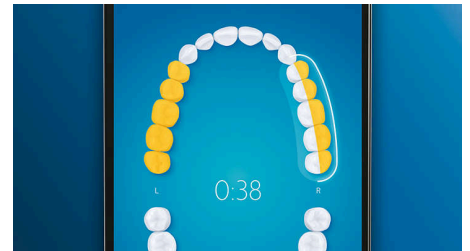
Care is the perfect mode for cleaning your tongue. It breaks up tongue debris and sweeps away bad-breath bacteria. Three intensities allow you to choose between a higher setting to boost your clean and a lower one for more sensitive mouths.

Too much pressure?



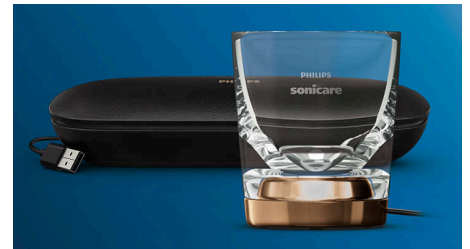
You might not notice when you brush too hard, but your DiamondClean Smart will. If you use too much pressure, the light ring on the end of your handle will flash. This is a gentle reminder to ease off the pressure and let your brush head do the work. 7 out of 10 people found that this feature helped them to become a better brusher.

TouchUp feature



If you happen to miss a spot while brushing your teeth, your app's TouchUp feature will show you. You can then go back for a second pass, and be confident you are getting a complete clean, every time.

Designed with storage in mind



You'll enjoy two weeks of regular use from a single full charge. However, if you run low while travelling, your deluxe USB travel case doubles as a charger. Place your toothbrush in the case and either connect it to your laptop or a wall socket. As for charging at home, simply place your brush in your sleek charger glass—it fits stylishly into your bathroom and also doubles as a rinsing glass. Keep your brush heads clean and ordered in your matching brush head holder.

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Specifications

Product Update

Support Period: Philips will provide the necessary security updates until 31 December 2026.

Connectivity

Bluetooth® wireless technology: Connected brushing app

Power

Voltage: 110-220 V

Technical specifications

Operating time (full to empty): 14 days*****

Battery: Rechargeable

Battery type: Lithium ION

Design and finishing

Colour: Blue

Service

Warranty: 2-year limited warranty

Compatibility

Android compatibility: Android phones, Bluetooth 4.0-enabled tablets

iOS compatibility: iPad 3rd Gen or higher, iPhone 4S or higher, with iOS7 or higher

Ease of use

Handle compatibility: Easy click-on brush heads

Handle: Slim ergonomic design

Display: Illuminated display

Battery indicator: Illuminated icon indicates battery life

Brush head recognition: Syncs with optimal mode

Replacement reminder: To always ensure best results, reminder icon lights up

Items included

Brush head holder: 1

Handle: 1 DiamondClean Smart

Antibacterial tongue spray: 2 oz

Brush heads: 1 C3 Premium Plaque Control, 1 G3 Premium Gum Care, 1 W3 Premium White, 1 TongueCare+ tongue brush

Glass charger: 1

Travel case: USB charging travel case

Cleaning performance

Performance: Removes up to 10 x more plaque*

Health benefits: Up to 7 x healthier gums****

Timer: BrushPacer and SmarTimer

Speed: Up to 62,000 brush movements/min

Whitening benefits: Up to 100% less stains*****

Pressure feedback: Ring lights up in purple, Vibrates handle to alert user

TouchUp: Ensures 100% coverage

Ingredients

Tongue Spray Ingredients: Aqua, Propylene Glycerol, Aroma, Zinc Gluconate, Cetylpyridinium Chloride, Eucalyptus, Citriodora Oil, Limonene, CI42090, PEG-12 Dimethicone, PEG-40 Hydrogenated Castor Oil, Thymol, Sodium Saccharin

Modes

3 intensities: High, Medium, Low

Clean: For exceptional everyday cleaning

Deep Clean+: For an invigorating deep clean

Gum Health: Special attention to molars

TongueCare+: For long-lasting clean breath

White+: To remove surface stains

BrushSync Mode Pairing

C3 Premium Plaque Control: Pairs with Clean mode

G3 Premium Gum Care brush head: Pairs with Gum Health mode

W3 Premium White brush head: Pairs with White+ mode

TongueCare+ tongue brush: Pairs with TongueCare mode

Smart sensor technology

Pressure sensor: Alerts when brushing too hard

Location sensor: Tracks and improves coverage

Scrubbing sensor: Guides to reduce scrubbing

3D mouth map: Highlights trouble areas

TouchUp: To address missed spots

Software Support

Software updates: Philips offers relevant software updates for a period of 2 years after the date of purchase.



* Removes up to 7x more plaque vs. a manual toothbrush

** as compared to a manual toothbrush with a leading whitening toothpaste

** compared to DiamondClean

**** in Gum Health mode vs a manual toothbrush at 2 weeks

***** after 3 days of use in White+ mode vs a manual toothbrush

***** based on two periods of two-minute brushings per day on standard mode