



# Up to 100% whiter teeth in just one week\*

## Advanced cleaning for stain removal and whiter teeth

The W2 Optimal White brush head is perfect for those who want to go beyond deep cleaning to remove surface stains for a white, radiant smile. This brush head is also great for maintaining brightness between professional whitening treatments. All brush heads are interchangeable with all our toothbrushes.

### **Innovative technology**

- Automatically selects optimal mode for ultimate results\*\*
- Philips Sonicare's advanced sonic technology

#### **Designed to optimise performance**

- Tested to meet your oral health needs
- · Click-on design for simple brush head placement
- Always know when to replace. Always get an effective clean.

### For exceptionally whiter teeth

• Diamond-shaped bristles give you 100% whiter teeth in 1 week

#### For exceptional care of teeth and gums

• Up to 7x more plaque removal than a manual toothbrush

# Highlights

### Say goodbye to plaque



Densely-packed, high-quality bristles remove up to 7x more plaque than a manual toothbrush.

#### Whiter teeth, fast



The DiamondClean's stain-removal pad, made from densely-packed diamond-shaped bristles, removes surface stains caused by food and drink. You'll notice a whiter smile, up to 100%\*, in just 7 days.

#### **BrushSync™ mode-pairing**



You'll always get the best possible clean with our BrushSync™ mode-pairing feature\*\*. The Philips Sonicare W2 Optimal White brush head syncs

with your BrushSync™ enabled Philips Sonicare toothbrush handle\*\*, selecting the optimal brushing mode and intensity level for exceptional whitening. All you need to do is start brushing.

#### **Brush head replacements**



Brush heads become less effective after 3 months' use, but with BrushSync™ you'll be reminded before this happens. Your smart toothbrush will track how often and how hard you brush and will notify you when it's time for a replacement. Don't have a smart Philips Sonicare toothbrush? Just monitor your blue replacement bristles — when they turn white you'll know it's time for a fresh brush head.

#### **Brushing with peace of mind**



All Philips Sonicare brush heads are safe and gentle on teeth and gums. During tests, each brush head is put through its paces to ensure durability and an exceptional performance every time you brush.

#### **Philips Sonicare technology**



Philips Sonicare's advanced sonic technology pulses water between your teeth, and its brush strokes break plaque up and sweep it away for an exceptional daily clean.

#### Easy to click on



Your W DiamondClean brush head fits perfectly with any Philips Sonicare toothbrush handle, except Philips One and Essence. Simply click on and off for easy replacement and cleaning.

# Specifications

#### **Consumer Trade Item**

Height: 22.1 cm Width: 6 cm Length: 2.5 cm Net weight: 0.015 kg Gross weight: 0.032 kg GTIN: 8710103850335 Country of origin: AT

Harmonized system code: 96032100

#### **Outer Carton**

Height: 7.7 cm Width: 14 cm Length: 23 cm Net weight: 0.075 kg Gross weight: 0.256 kg GTIN: 18710103850332

#### **Design and finishing**

Bristle stiffness feel: Medium

Colour: White

Reminder bristles: Blue bristle colour fades away

Size: Standard

#### **Pallet Layer**

Height: 7.7 cm Width: 80 cm Length: 120 cm

#### **Compatibility**

Brush head system: Click-on Suitable for these models: 2 Series plaque defence, 2 Series plaque defence, 3 Series gum health, DiamondClean, DiamondClean Smart, EasyClean, Essence+, FlexCare, FlexCare Platinum, FlexCare Platinum Connected, FlexCare+, for Kids, HealthyWhite, HealthyWhite+, PowerUp, ProtectiveClean BrushSync mode pairing

#### **Items included**

Brush heads: 2 W2 Optimal White standard

#### **Quality and performance**

Replacement: Every 3 months Tested: for optimal usage

#### **Health benefits**

Gum health: Helps improve gum health
Plaque removal: Removes up to 7x more plaque\*
Whitening: Whiter teeth in just one week

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are subject to change EAN: 87 10103 850

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Issue date 2025-05-03 Version: 2.0.2

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<sup>\* \*</sup>BrushSync™ mode-pairing is only compatible with Philips Sonicare BrushSync™ enabled toothbrush handles