

# PHILIPS

## sonicare

Sonic electric  
toothbrush

FlexCare Platinum

3 modes, 3 intensities

1 brush head

With pressure sensor



HX9111/12



## Deep, gentle cleaning

10x more plaque removal and healthier gums\*

With FlexCare Platinum, even the deepest clean is gentle enough to protect your teeth and gums. Thanks to the AdaptiveClean brush head and intuitive pressure sensor, you get maximum plaque removal and a gentle experience however you brush.

### Helps you meet recommended brushing guidelines

- Alerts you when you're brushing too hard
- Timers to help encourage thorough brushing

### Offers a customized brushing experience

- Three intensity settings and three cleaning modes
- New Deep Clean: Effortlessly tackle trouble spots

### Philips Sonicare's deep clean

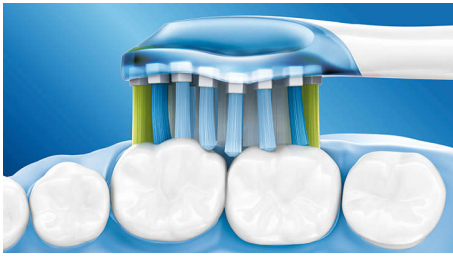
- Adaptive cleaning technology for a deep yet gentle clean
- Follows the shape of your teeth and gums for a deeper clean
- Dynamic cleaning action for better oral health

### Fits your lifestyle

- Long battery life and travel case
- Handy travel case and charger

# Highlights

## A deep clean however you brush



Old habits can be hard to break, except when you're brushing with next generation FlexCare Platinum. Thanks to the innovative AdaptiveClean brush head and intuitive pressure sensor that are at the core of our adaptive cleaning technology, even hard-to-reach trouble spots become easy to care for. The bristles of the AdaptiveClean brush head curve around your teeth and gums for up to 4x more surface contact\*\* and up to 10x more plaque removal. If you're brushing too hard, the pressure sensor makes the toothbrush handle gently pulsate so you can be gentle to your gums while being tough on plaque.

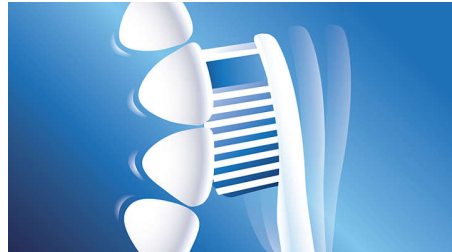
## AdaptiveClean brush head



Our AdaptiveClean brush head is the only electric toothbrush head that can follow the unique shape of your teeth and gums. With soft flexible sides made of rubber, this brush head can follow every curve. It offers up to 4x more surface contact and up to 10x more plaque removal along the gum line and between teeth. As the brush tracks along the

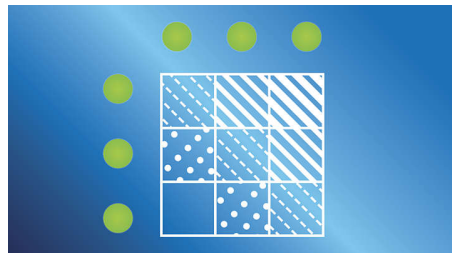
gum line, it absorbs any excessive brushing pressure you might apply so you can be gentle on gums however you brush.

## Intuitive pressure sensor



You might not notice if you're brushing too hard, but your FlexCare Platinum toothbrush will. If you apply too much pressure, the intuitive pressure sensor will make the toothbrush handle gently vibrate so you know exactly when to adopt a softer touch. In studies, 7 out of 10 aggressive brushers successfully reduced their brushing pressure thanks to the pressure sensor.

## Customized brushing experience



With three intensity settings and three cleaning modes, FlexCare Platinum offers optimal comfort as you get a truly deep clean. If you need to pay extra attention to trouble spots, the three-minute Deep Clean mode delivers exceptional results. Use Clean mode for a superb everyday clean, or White mode for

stain removal. Set the intensity to Low, Medium or High according to your personal preference.

## Deep Clean mode



Our all-new Deep Clean mode delivers an exceptional clean in hard-to-reach places. The unique motion of the brush head in this mode plus an extended three-minute brushing time makes it the ideal choice when you want to pay extra attention to trouble spots.

## Sonic technology



At over 31,000 strokes per minute, next generation FlexCare Platinum delivers a superior clean that you'll both see and feel. The dynamic cleaning action of our sonic technology drives fluid deep between teeth and along the gum line. As your FlexCare Platinum brush gently massages the gums, it stimulates blood circulation and helps to dislodge plaque. You get a powerful yet gentle clean that delivers clinically proven results.

# Specifications

## Power

**Voltage:** 110-220 V

## Technical specifications

**Operating time (full to empty):** Up to 3 weeks\*\*

**Battery:** Rechargeable

**Battery type:** Lithium ION

## Design and finishing

**Color:** Gray

## Service

**Warranty:** 2-year limited warranty

## Ease of use

**Display:** Illuminated display

**Battery indicator:** Light shows battery status

**Brush head system:** Easy click-on brush heads

**Handle:** Slim ergonomic design

**Brushing time:** Up to 3 weeks\*\*\*

## Items included

**Handles:** 1 FlexCare Platinum

**Brush head holder:** 1

**Travel case:** 1

**Brush heads:** 1 AdaptiveClean

**Travel charger:** 1

## Cleaning performance

**Performance:** Removes up to 10x more plaque\*

**Health benefits:** Improves gum health in only two weeks

**Speed:** Up to 62000 brush movement/min

**Pressure sensor:** Vibrates handle to alert user

**Timer:** Quadpacer and SmarTimer

**Whitening benefits:** Helps naturally remove stains

## Modes

**3 intensities:** High, Medium, Low

**Clean:** For exceptional everyday clean

**White:** Removes surface stains

**Deep Clean:** For an invigorating deep clean

