

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.

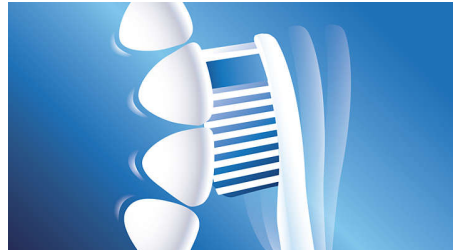
AdaptiveClean brush head



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

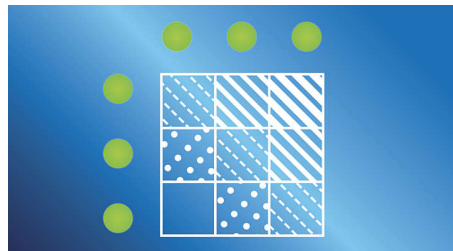
gum line, it absorbs any excessive brushing pressure you might apply so you can be gentle on gums however you brush.

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

Battery: Rechargeable

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

Battery type: Lithium ION

Design and finishing

Color: Gray

Service

Warranty: 2-year limited warranty

Ease of use

Battery indicator: Light shows battery status

Display: Illuminated display

Brush head system: Easy click-on brush heads

Handle: Slim ergonomic design

Brushing time: Up to 3 weeks***

Items included

Handles: 1 FlexCare Platinum

Travel case: 1

Brush head holder: 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

