

PHILIPS

sonicare



Sonic electric
toothbrush with app

DiamondClean
Smart

Personalized coaching

Smart brush head sensors

Smart brush head recognition

5 modes, 3 intensities



HX9944/12

Complete system for a healthier mouth

Our best toothbrush with smart sensor technology

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

Proven to improve oral health

- Up to 7x healthier gums**** in just 2 weeks
- All-in-One brush head for complete care

Personalized 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 you to brush and highlights missed areas
- Guides you to reduce your scrubbing

Optimize your brushing

- Brush heads automatically select the optimal settings
- Choose from 5 modes and 3 intensity settings
- Make sure you're getting the most from your brush head
- Premium travel case

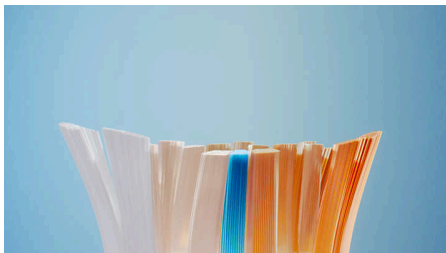
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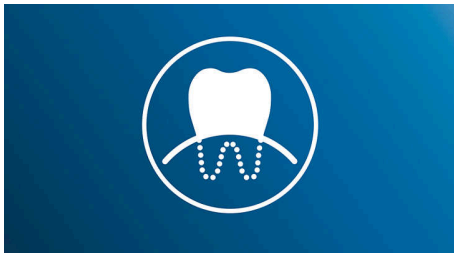
Highlights

Premium All-in-One brush head



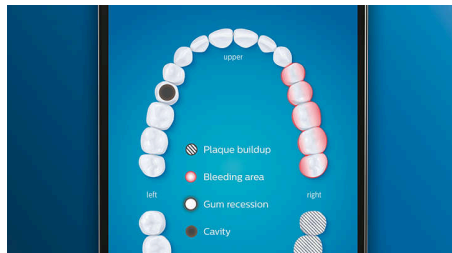
Clean without compromise with the A3 Premium All-in-One brush head. Our all-time best has angled bristles to help remove up to 20x more plaque even in hard-to-reach areas*. Triangular tips work to remove up to 100% more stains in less than two days***. And longer bristles clean deep for gums that are up to 15x healthier in just two weeks**. All that without ever switching brush heads. Did you know: brush heads become less effective after 3 months of use? Our BrushSync™ feature can remind you when it's almost time for a replacement.

Care for your gums



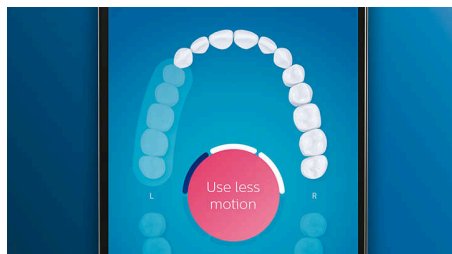
Click on the G3 Premium Gum Care brush head to improve your gum health. Its smaller size and targeted gum line bristles deliver gentle yet effective cleaning along the gum line, where gum disease starts. It's clinically proven to deliver up to 100% less gum inflammation**** and up to 7x healthier gums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

Focus areas and goal-setting



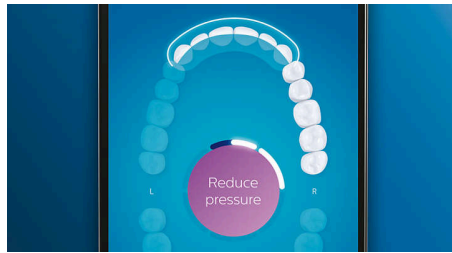
Any trouble areas your dentist has pointed out? We'll highlight them on your in-app 3D mouth map, and remind you to pay extra attention to these areas.

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.

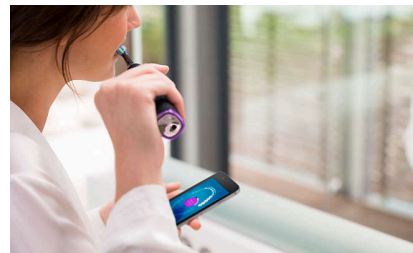
Too much pressure?



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

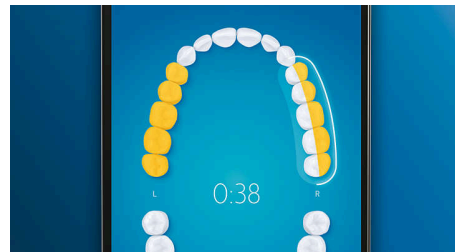
handle will flash. This is a gentle reminder to ease off the pressure, and let your brush head do the work. 7 out of 10 people found this feature helped them become a better brusher.

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.

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.

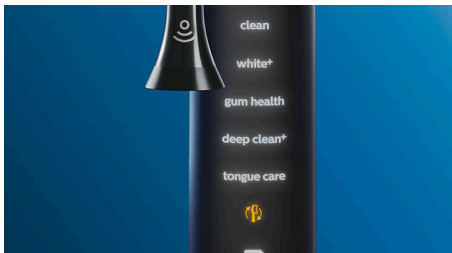
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Sonic electric toothbrush with app

HX9944/12

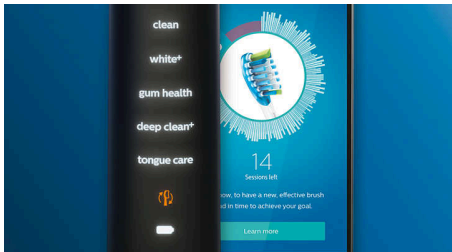
Highlights

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 a gentle yet effective care for your gums. All you need to do is to press the power button.

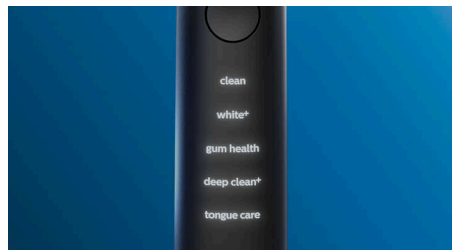
Smart replacement reminders



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.

Premium travel case



Our premium travel case allows patients to store their toothbrush hygienically even while they're on the go. From a full charge, patients can enjoy two weeks of regular use.

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Specifications

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

Color: Black

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: Slim ergonomic design

Handle compatibility: Easy click-on brush heads

Battery indicator: Illuminated icon indicates

battery life

Display: Illuminated display

Brush head recognition: Syncs with optimal mode

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

Items included

Handle: 1 DiamondClean Smart

Travel case: Premium travel case

Brush heads: 1 A3 Premium All-in-One, 1 G3 Premium Gum Care

Charger base: 1

Cleaning performance

Health benefits: Up to 15x healthier gums**

Performance: Removes up to 20x more plaque*

Speed: Up to 62000 brush movement/min

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

Timer: BrushPacer and SmarTimer

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

TouchUp: Ensures 100% coverage

Modes

Clean: For exceptional everyday clean

3 intensities: Low, Medium, High

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 & improves coverage

Scrubbing sensor: Guides to reduce scrubbing

3D mouth map: Highlights trouble areas

TouchUp: To address missed spots



* vs. a manual toothbrush

** vs. a manual toothbrush in 6 weeks

** in lab test vs. a manual toothbrush

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

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

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