



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

# Advanced cleaning for stain removal & 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

# **Innovative technology**

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

# **Designed to optimize 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

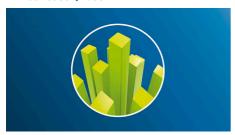
# Highlights

## 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 drinks. 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 of 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, and 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 teeth, and its brush strokes break up plaque 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

# **Design and finishing**

Color: White

Bristle stiffness feel: Medium

Reminder bristles: Blue bristle color fade away

Size: Standard

## **Compatibility**

Brush head system: Click-on Suitable for these models: 2 Series plaque control, 2 Series plaque defense, 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**

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

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

 $<sup>\</sup>mbox{{\fontfamily{\footnote{in} $^{+}$}}}\xspace$  Removes up to 7x more plaque vs. a manual toothbrush