

PHILIPS

sonicare

Sonic electric
toothbrush with app

DiamondClean
Smart

Personalized coaching

Smart brush head sensors

Smart brush head recognition

5 modes, 3 intensities



HX9954/52



Complete system for a healthier mouth

Feel confident, with 100% coverage

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

- Removes up to 10x more plaque* for a deep clean
- Up to 7x healthier gums* in just 2 weeks
- Remove up to 100% more stains** in just 3 days
- Enjoy long-lasting fresh breath

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

- Easy and stylish charging - home and away
- Brush heads automatically select the optimal settings
- Choose from 5 modes and 3 intensity settings

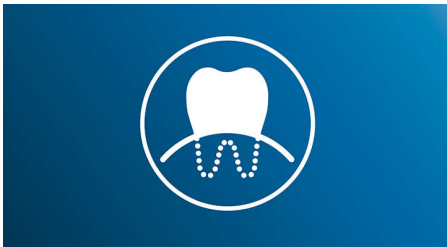
Highlights

Say goodbye to plaque



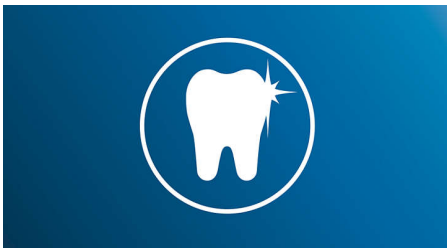
Click on the C3 Premium Plaque Control brush head to experience our deepest clean. With soft flexible sides, the bristles contour to the shape of each tooth's surface to provide 4x more surface contact*** and remove up to 10x more plaque from hard-to-reach areas*.

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.*

Whiter teeth, fast



Click on the W3 Premium White brush head to remove surface stains and reveal your whitest smile. With its densely packed central

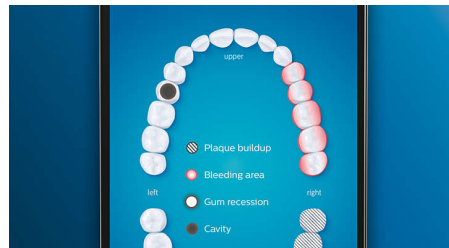
stain removal bristles, it's clinically proven to remove up to 100% more stains in just three days.**

TongueCare+ tongue brush



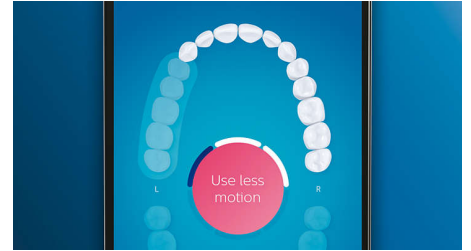
Click on the TongueCare+ tongue brush to gently remove odor causing bacteria from the pores of your tongue. Its 240 specially designed MicroBristles get between all your tongue's ridges and grooves to remove bacteria and debris that lead to bad breath. Team with our antibacterial BreathRx tongue spray for superior cleaning and super fresh breath.

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



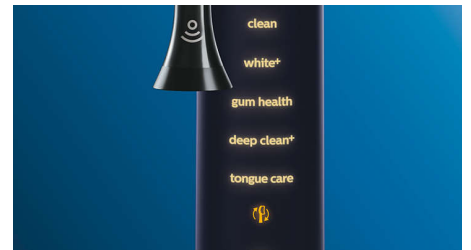
The Philips Sonicare app lets you know when you've achieved a thorough clean, and coaches you to be a better, more mindful brusher.

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.

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.

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: Blue

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

Battery indicator: Illuminated icon indicates battery life

Handle compatibility: Easy click-on brush

heads

Display: Illuminated display

Handle: Slim ergonomic design

Brush head recognition: Syncs with optimal mode

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

Items included

Handle: 1 DiamondClean Smart

Brush head holder: 1

Travel case: USB charging travel case

Brush heads: 1 C3 Premium Plaque Control, 1 G3 Premium Gum Care, 1 W3 Premium White, 1 TongueCare+ tongue brush

Glass charger: 1

Cleaning performance

Health benefits: Up to 7x healthier gums****

Speed: Up to 62000 brush movement/min

Performance: Removes up to 10x more plaque*

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: High, Medium, Low

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



* Removes up to 7x more plaque vs. a manual toothbrush

** as compared to a manual toothbrush with a leading whitening toothpaste

** compared to DiamondClean

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

***** after 3 days of use in White+ mode vs a manual toothbrush

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