

PHILIPS

sonicare

Standard sonic
toothbrush heads

W3 Premium White

3-pack

Standard size

Click-on

BrushSync mode pairing

HX9063/96



A whiter, brighter smile

Removes 100% more stains, in just 3 days*

Food and drinks can make your smile less than bright. Our Premium White brush head can boost your smile's whiteness. Polishing bristles remove surface stains to visibly whiten teeth in just 3 days, while you get an exceptional deep clean.

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

- Removes up to 100% more surface stains in just 3 days*

Philips Sonicare's deep clean

- Up to 10x more plaque removal than a manual toothbrush
- Up to 4x more surface contact** for an effortless deep clean

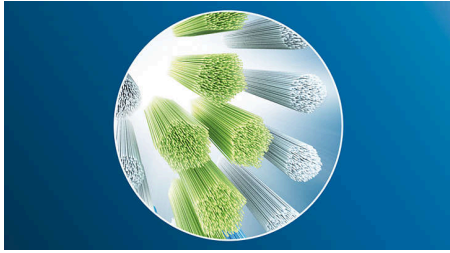
W3 Premium White

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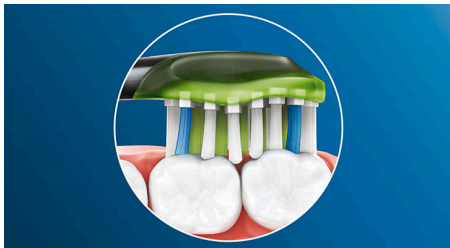
Highlights

Whiter teeth, fast



Dense bristles packed into the center of the Philips Sonicare Premium White brush head work hard to remove plaque, and everyday surface stains from food and drinks. Flexing sides let bristles contour to the unique shape of your teeth and gums for deep cleaning and a brighter smile in just 3 days.

Adaptive cleaning technology



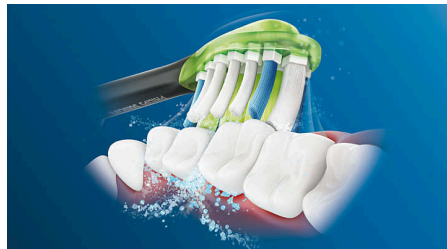
You get a personalized clean every time you brush with our adaptive cleaning technology. Soft, flexible rubber sides let Premium White adapt to the unique contours of your mouth. Our bristles adjust to your gums and teeth, giving you up to 4x more surface contact** than a regular brush head for deeper cleaning, even in hard to reach spots. The adaptive cleaning technology also allows gentle tracking along the gumline and absorb excessive brushing pressure, and enables an enhanced sweeping motion for a unique in-mouth feel and superior cleaning.

Say goodbye to plaque



With Premium White, you get exceptional cleaning as well as daily whitening. Its flexible design helps remove up to 10x more plaque*** from teeth and along the gum line for a deep clean you can see and feel.

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.

Brush head replacement cues



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.

Easy to click-on



Your Premium White brush head fits perfectly with any Philips Sonicare toothbrush handle, except PowerUp Battery and Essence. Simply click on and off for easy replacement and cleaning.

BrushSync™ mode-pairing



You'll always get the best possible clean with our BrushSync™ mode-pairing feature***. The Philips Sonicare C3 Premium 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.

W3 Premium White

Standard sonic toothbrush heads

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Specifications

Design and finishing

Color: Black

Bristle stiffness feel: Medium soft

Material brush head: Soft, flexible rubber sides

Reminder bristles: Blue bristle color fade away

Size: Standard

Smart Brush Head Recognition

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

Items included

Brush heads: 3 W3 Premium White standard

Quality and performance

Replacement: Every 3 months

Tested: for optimal usage

Health benefits

Plaque removal: Removes 10x more plaque****

Whitening: Removes 100% more stains*

