

# PHILIPS

## sonicare



Rechargeable Sonic  
Electric Toothbrush

5500

Up to 7 x more plaque removal

2 modes

Built-in pressure alert

21-day battery life



HX7111/01

## Effective clean and up to 2 x whiter teeth\*

Up to 7 x more plaque removal\*\*

The Philips Sonicare 5500 features Next-Generation Sonicare technology, a dedicated whitening mode and a built-in pressure alert.

### Brushing made effortless

- Always know when it's time for a new brush head
- Protect your gums with the built-in pressure alert
- Personalise your clean with 2 brushing modes

### Superior clean

- Advanced cleaning for stain removal and whiter teeth
- Next-Generation Sonicare Technology

### Designed for your lifestyle

- Optimise your brushing with SmarTimer and BrushPacer
- Laser-welded for strength and durability
- Up to 3 weeks of brushing with one full charge

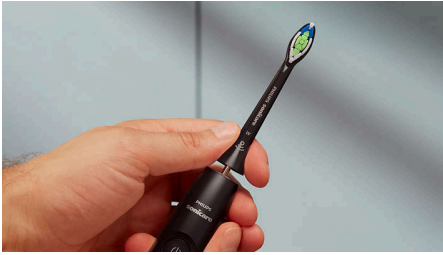
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# Highlights

## W2 Optimal White Brush Head



The Philips Sonicare 5500 goes beyond deep cleaning to effortlessly remove surface stains for a radiant, whiter smile. With the W2 Optimal White brush head, its easy to maintain brightness between professional whitening treatments for up to 2 x whiter teeth\*, while also removing up to 7 x more plaque vs. a manual toothbrush\*\*.

## Next-Gen Sonicare technology



Enjoy a delightful brushing experience and new level of oral care with Next-Generation Sonicare technology. While you brush, the toothbrush's innovative magnetic system adjusts brushing power during each cleaning session, delivering optimal performance of precisely 62,000 bristle movements per minute, even in hard-to-reach areas. Meanwhile, dynamic fluid action supports the brush head's cleaning performance by gently rinsing along the gumline and between every tooth, helping you achieve a complete clean every time you brush.

## 2 brushing modes



To help you take the best care of your teeth and gums, the Philips Sonicare 5500 has a choice of 2 brushing modes. Clean mode focuses on plaque removal for superior cleaning performance, while White mode works a bit harder to remove surface stains for a whiter smile.

## Built-in pressure alert



You may not notice when you're brushing too hard, but this toothbrush will. The smart optic sensor precisely detects excessive brushing pressure and lets you know with a pulsing sound while reducing vibration. You'll always know when to adjust your brushing and your gums will stay protected.

## BrushSync replacement reminder



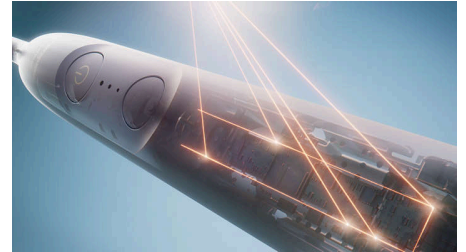
Replacing your brush head regularly is an important part of maintaining good oral health. With BrushSync technology, it's easy to keep your brush head performing at its best. By tracking your usage frequency and brushing intensity, the innovative technology then reminds you when it's time for a new brush head.

## 2-minute timer and brushing pacer



Two minutes is all you need for a complete clean, so our SmarTimer lets you know when time's up. For an even clean throughout your mouth, the BrushPacer divides your session into segments, with a slight pause in vibration being your sign to move on. This supports you in achieving an even clean every time you brush.

## Designed to last



We've re-designed our Philips Sonicare electric toothbrushes from the inside out to be strong, lightweight and long-lasting. Thanks to our advanced laser-welding process, our toothbrushes are designed to brush with you for years to come.

## Up to 3 weeks between charges



This toothbrush uses a high-performance battery that is engineered to enhance your brushing experience. With a single charge, you can enjoy up to three weeks of regular brushing before needing to recharge it.

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# Specifications

## Power

Voltage: 100-240 V

## Technical specifications

Battery: Rechargeable

Operating time (full to empty): 21 days

Energy consumption: Standby without display  
<0.5 W

Battery type: Lithium ION

## Design and finishing

Colour: Black

## Service

Warranty: 2-year limited warranty

## Ease of use

Handle: Slim ergonomic design

Battery indicator: Illuminated icon indicates  
battery life

Handle compatibility: Easy click-on brush heads

Timer: SmarTimer and BrushPacer for complete  
and thorough brushing

USB-A Charging: Power adapter not included

## Items included

Charger: 1

Handle: 1 5500 rechargeable toothbrush

Brush head: 1 W2 Optimal White

## Cleaning performance

Plaque removal: Up to 7 x more effective\*\*

Speed: 62,000 brush movements/min

Whitening: Up to 2 x whiter teeth\*

## Modes

Clean: For exceptional everyday cleaning

White: To remove surface stains

## Smart sensor technology

Pressure feedback: Reduced vibration and  
pulsing sound

Replacement Reminder: BrushSync lets you  
know when to replace your brush head

