

PHILIPS

sonicare



Rechargeable Sonic Toothbrush

7100

Up to 10 x more plaque removal

4 modes, 3 intensities

Visible pressure alert

Philips Sonicare app



HX7423/01

Perfect clean with up to 7 x healthier gums*

Up to 10 x more plaque removal**

The Philips Sonicare 7100 features Next-Generation Sonicare technology, 4 brushing modes, 3 intensity levels, a visible pressure alert and our G3 Premium Gum Care brush head.

Premium, gentle cleaning

- Up to 7 x healthier gums in just 2 weeks*

Brushing made effortless

- Protect your gums with the visible pressure alert
- Elevate your routine with the Philips Sonicare app
- Personalise your clean with 12 brushing settings
- Always know when it's time for a new brush head

Superior clean

- Next-Generation Sonicare Technology

Designed for your lifestyle

- Optimise your brushing with SmarTimer and BrushPacer
- Travel effortlessly with our premium charging travel case
- Up to 3 weeks of brushing with one full charge
- Laser-welded for strength and durability

7100

Rechargeable Sonic Toothbrush

HX7423/01

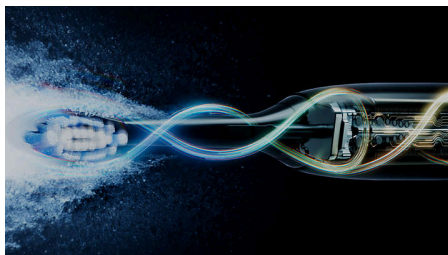
Highlights

G3 Premium Gum Care Brush Head



The Philips Sonicare 7100 supports you in achieving healthier gums for a healthier smile. With the G3 Premium Gum Care Brush Head, the bristles work hard to remove plaque along the gumline providing you with up to 7 x healthier gums in just 2 weeks*. Thanks to the brush head's soft, flexible design, it adapts to the contours of your teeth and gums for a deep clean while removing up to 10 x more plaque vs. a manual toothbrush**.

Next-Gen Sonicare technology



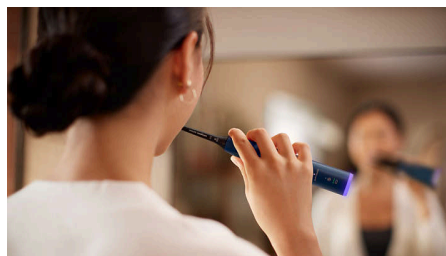
Enjoy a delightful brushing experience and new level of oral care with Next-Generation Sonicare technology. While you brush, the toothbrush's innovative magnetic system adjusts brushing power during each cleaning session, delivering optimal performance of precisely 62,000 bristle movements per minute,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

12 brushing settings



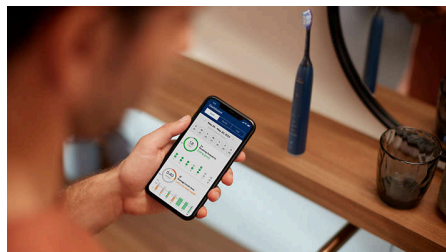
Your preferred brushing is in your hands with the Philips Sonicare 7100. 4 brushing modes help you take care of gum health, whitening, sensitivity and everyday cleaning. Gum Health mode supports healthy gums by gently massaging along your gumline. White mode works to remove surface stains and polish teeth for a whiter smile. Sensitive mode provides gentle, thorough cleaning, while Clean mode focuses on plaque removal for a superior clean. For a personalised clean, you can combine any mode with one of 3 intensity levels, from High to Low, for a brushing session that's right for you.

Light-ring 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, then flashes purple while reducing vibration. You'll always know when to adjust your brushing, and your gums will stay protected.

Philips Sonicare app



The Philips Sonicare app seamlessly pairs with your toothbrush and supports you in improving and maintaining your oral health. Our app keeps

track of your brushing progress, providing personalised guidance and progress reports so you can gain valuable insights about your brushing.

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.

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.

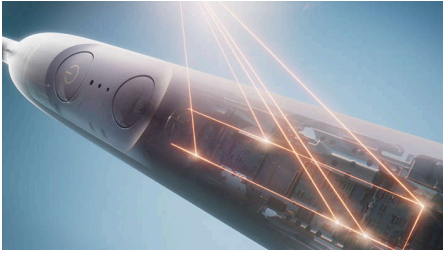
7100

Rechargeable Sonic Toothbrush

HX7423/01

Highlights

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.

Charging travel case



Our redesigned charging travel case with an integrated charging port and charging cable lets you recharge your toothbrush on the go without having to open the case. Not only is it strong enough to keep your toothbrush safe along the way, but it's also compact enough to slip into any bag, making it the perfect travel companion.

Specifications

Intensities

High: To boost your clean

Medium: For an everyday clean

Low: For sensitive teeth and gums

Product Update

Support Period: Philips will provide the necessary security updates until 31 December 2026.

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: Navy Blue

Service

Warranty: 2-year limited warranty

Compatibility

Bluetooth wireless technology: Connected brushing app

Android compatibility: Android phones with Bluetooth 4.0 and above

iOS compatibility: iPhone with Bluetooth 4.0 and above

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 7100 rechargeable toothbrush

Travel case: 1 Charging travel case

Brush head: 2 G3 Premium Gum Care

USB-A Cable: 1

Cleaning performance

Speed: 62,000 brush movements/min

Plaque removal: Up to 10 x more effective**

Gum Health: Up to 7 x healthier gums*

Modes

Clean: For exceptional everyday cleaning

White: To remove surface stains

Gum Health: Gently massages your gums

Sensitive: For sensitive teeth and gums

Smart sensor technology

Pressure feedback: Light ring illuminates purple, Reduced vibration and pulsing sound

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

