

Sonicare timeline – key moments and fun facts!

1987 – 1991

First Sonicare prototype

Sonicare prototype developed by inventor and entrepreneur Dr. David Giuliani, Seattle. Inspired by his own periodontal disease, Dr. David Giuliani worked with dentists and hygienists to design a powered toothbrush that would deliver a higher degree of care to patients between dental visits.

1992

1992 First Sonicare born and in production!

The toothbrush body contained one battery and electromagnets. The head moved side to side, with 20 units produced every day.

1995

Recommended by dentists

25,000 retail stores stock Sonicare.

One third of dentists in the US recommend Sonicare power toothbrushes.



1997

Periodontal study

The Journal of Clinical Dentistry shows superiority of Sonicare over manual brushing!



1998

Fun fact!

Sonicare at the zoo

Woodland Park Zoo, Seattle, uses a Sonicare to clean a seal's teeth!

2000

Philips acquires Optiva, maker of the Sonicare toothbrush

2001

Philips Sonicare Advance reaches #1

Philips Sonicare Advance becomes best-selling rechargeable toothbrush in the US.



2002

Philips Sonicare Elite launches

Positions Sonicare as the leader in the premium US power toothbrush market.



2006

Global presence

17 million users worldwide

2009

Philips Sonicare for kids launches

Philips Sonicare teams with dental professionals, creating a children's toothbrush with lower vibrations and a handle adjusted to small hands.



2012

Philips DiamondClean award win!

The toothbrush wins 'Best of the Best' Red Dot Product Design Award.

2014

Colorful DiamondClean

Philips Sonicare DiamondClean available in pink, black and amethyst.

2014

Philips Sonicare DiamondClean Black Edition award win!

The toothbrush wins Gold iF Design Award.



2015

46.5 million brush heads sold

2015

Philips Sonicare for kids Connected launches

Sonicare prototype Philips Sonicare's first Bluetooth-enabled toothbrush connects to an app, helping kids develop a healthy brushing routine, with the help of their fuzzy friend, Sparkly. Parents tell us it makes it easier to get kids to brush, and 96% of the kids even brush for two minutes or longer.

2015

Fun fact!

Sims Freeplay

Philips teams with Sims Freeplay to let Sims use a Sonicare toothbrush, making it the first electric toothbrush in-game!



2018

Philips Sonicare DiamondClean Smart features in Queer Eye on Netflix, in multiple episodes.



2020

A big win for Philips Sonicare!

Philips Sonicare helps reduce symptoms of periodontitis up to 50 x more than a manual toothbrush (based on gum bleeding), according to large-scale study.*

2021

Philips One by Sonicare launches

Small, sleek and colourful, with battery and rechargeable options.

2021

Philips' most advanced power toothbrush launches:

Philips Sonicare DiamondClean Prestige 9900

With SenseIQ technology that senses, adapts and cares for your teeth.



2021

Philips Power Flosser with Quad Stream technology launched

Interdental cleaning device creates four wide streams of water to remove up to 99.9% of plaque in treated areas*. Cordless, hand-held version also released.



2021

The Philips Sonicare DiamondClean Prestige 9900 is featured in And Just Like That, the Sex and the City reboot

2022 Happy 30th anniversary, Sonicare!