Preference

In-home use test by dental professionals evaluating the FlexCare+ with ProResults mini brush head and Oral-B Triumph with FlossAction brush head


Objective
To assess dental professionals’ responses to an in-home use experience with the Philips Sonicare FlexCare+ with ProResults mini brush head and Braun Oral-B Triumph* with FlossAction brush head.

Methodology
Eligible participants included 267 dental professionals (DPs) (from Germany: 90, UK: 84, Netherlands: 93). The study utilized randomized, crossover, stratified design. All DPs received the Philips Sonicare FlexCare+ with ProResults mini brush head and Oral-B Triumph with FlossAction brush head according to a randomization assignment for routine use at home, per the manufacturer’s instructions for a two-week period. Participants were not restricted from use of any other oral care products. DPs were then asked to report their feedback for each product use through online questionnaires (Survey Monkey) after the two-week use period.

Results
Dental professionals were highly satisfied using Philips Sonicare FlexCare+ with ProResults mini brush head. They reported a significant preference for Sonicare FlexCare+ with ProResults mini brush head over Oral-B Triumph with FlossAction brush head for its ease of maneuverability and comfort on teeth and gums. DPs also rated better access to posterior regions of the mouth for Sonicare FlexCare+ with ProResults mini brush head over Oral-B Triumph with FlossAction brush head by a significant margin. Overall,

- 81% of DPs were highly satisfied with the comfort of the FlexCare+ with ProResults mini brush head bristles on teeth and gums.
- 75% of DPs were highly satisfied with the ability of the FlexCare+ with ProResults mini brush head to access hard-to-reach areas.
- 80% of DPs were highly satisfied with the ability of the FlexCare+ with ProResults mini brush head to access posterior regions of the mouth.
- 74% of DPs were highly satisfied with the maneuverability of this brush and would recommend the FlexCare+ with ProResults mini brush head to their patients.

Conclusion
Among a sample of dental professionals in Germany, the UK and the Netherlands, Philips Sonicare FlexCare+ with ProResults mini brush head elicited high satisfaction scores for its comfort on oral tissues, ability to access hard-to-reach areas and maneuverability. Significantly more DPs found Sonicare FlexCare+ with ProResults mini brush head easier to maneuver than with Oral-B Triumph with FlossAction brush head.

* Braun Oral-B Triumph IQ 4000, Braun Oral-B Triumph 5000
Satisfaction Indicators for FlexCare+ with ProResults Mini Brush Head

<table>
<thead>
<tr>
<th>Feature</th>
<th>Highly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comfort of the bristles on your teeth and gums</td>
<td>81%</td>
</tr>
<tr>
<td>Size of the brush head overall</td>
<td>67%</td>
</tr>
<tr>
<td>Ability to access hard-to-reach areas</td>
<td>75%</td>
</tr>
<tr>
<td>Ability to access posterior regions of the mouth</td>
<td>80%</td>
</tr>
<tr>
<td>Maneuverability of the brush head</td>
<td>74%</td>
</tr>
<tr>
<td>Brush head overall</td>
<td>72%</td>
</tr>
<tr>
<td>Toothbrush weight</td>
<td>91%</td>
</tr>
</tbody>
</table>

Provided better access to the posterior regions of the mouth

User Preference

Sonicare FlexCare+

Oral-B Triumph®

63% 37%