

CURAPROX

MIND THE GAP!

Press release

## "Go black" with the new Hydrosonic sonic toothbrush from Curaprox

Kriens, September 2015 – Smart design meets functionality and quality in the new "Hydrosonic Black Is White" sonic toothbrush from Curaprox, transforming cleaning your teeth into the ultimate lifestyle experience. Used in combination with the tried-and-tested "Black Is White" toothpaste, this stylish piece of design is sure to bring the wow factor to your dental hygiene – and to your bathroom too.



Brushing our teeth is something we do two or three times a day, to leave us feeling fresh and attractive. So why not turn this daily ritual into a lifestyle experience? The new "Hydrosonic Black Is White" sonic toothbrush from Curaprox is perfect for this. Its trendy black design with bright pink features will enhance any bathroom and make the prospect of cleaning your teeth a pleasure as soon as you set your eyes on it. But design is not the only important factor here: the quality needs to be spot-on too. With 42,000 strokes per minutes, the Hydrosonic offers real benefits for your teeth, gumline and gums. It even cleans those places which many conventional brushes find hard to reach – i.e. between the teeth. The hydrodynamic effect produced by this toothbrush ensures good overall oral health.

#### **A new addition to the "Black Is White" family**

The Hydrosonic toothbrush is a new addition to the "Black Is White" range, which already includes the extremely popular "Black Is White" toothpaste launched by Curaprox at the start of the year. This pitch-black yet gentle whitening toothpaste contains activated carbon and carefully removes stains without wearing down the enamel. Together, these two products form the perfect package for maintaining dental and oral hygiene. The sonic toothbrush, which was developed in collaboration with Curaprox and Prof. Ulrich P. Saxer, combines cutting-edge technology with uncompromising functionality and top-quality design.

The "Hydrosonic Black Is White" comes in a set with two "CS smart black edition" brush heads and the "Black Is White" toothpaste. Price for the set: CHF 259.00 including VAT. Available from October in pharmacies and via the online shop: [www.curaprox.com](http://www.curaprox.com).

#### **About Curaprox**

Curaprox is the oral care brand of the Swiss company Curaden AG. Since 1972, Curaprox has been working with expert researchers, academics and practitioners to develop oral hygiene devices that are as gentle and effective as possible.



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# "Hydrosonic Black Is White" sonic toothbrush information sheet

## Why do we brush our teeth?

"Health professionals say that we brush our teeth to keep plaque, the deposits that build up on the teeth, under control," says Ueli Breitschmid, owner and CEO of Curaden AG. After all, as he points out, thoroughly clean teeth last a lifetime, not least because correct cleaning also keeps the surrounding gums healthy. "Yet when I'm in the bathroom brushing my teeth," Breitschmid continues, "I do it because I want to look attractive, and I expect most other people do too". As well as providing health benefits, he says, there is also an aesthetic purpose to brushing our teeth, "and why shouldn't the tools we use to do this look good too? Or even absolutely stunning?"

## Design

No sooner said than done: designer Max Wettach was commissioned to come up with the design for the new sonic toothbrush, which he based on the style of the successful "Black Is White" toothpaste, a product also designed by him. The result is impressive: "I've got a wonderful product to offer," says Product Manager Rico Kamber, "an extraordinary design, aesthetically appealing, elegant, a real lifestyle product".

## Performance

For all the focus on the appearance of the new sonic toothbrush, one key question remains: how well does it clean? "It is based on state-of-the-art technology," says Kamber. "The sonic technology in our toothbrush actually creates a hydrodynamic effect, which means it generates turbulence that helps to clean the places where the bristles can't reach. There are very few sonic toothbrushes that can do this." That is also why it is called "Hydrosonic Black Is White".

## Brush head

Prof. Ulrich P. Saxer has even developed a special new brush head for this project, the "CS smart black edition": with its extra-small design, it can reach critical places easily, while the slightly rubberised back ensures that users will not feel any unpleasant sensations if it accidentally hits a tooth.

## Availability

The "Hydrosonic Black Is White" comes in a set with the "Black Is White" whitening toothpaste. It will be available from October 2015 at dental surgeries, dental hygiene practices, pharmacies and chemists or via [www.curaprox.com](http://www.curaprox.com). The "Black Is White" toothpaste has been available since May 2015. Price for the set: CHF 259.00 including VAT.

**Product features**

"Hydrosonic Black Is White" sonic toothbrush: supremely powerful sonic toothbrush: up to 42,000 strokes per minute with a hydrodynamic effect; extra-powerful motor, extra-strong battery, extra-small charger; newly developed brush head with fine CUREN® filaments: extremely gentle and effective; developed by Prof. Ulrich P. Saxer; supplied as a lifestyle product with corresponding "Black Is White" toothpaste.

"Black Is White" toothpaste: effective whitening using activated carbon, without abrading or bleaching; contains only ingredients that support good oral health, with no harmful substances; not an aggressive foam cleanser with the potential to cause irritation like SLS (sodium lauryl sulphate); contains hydroxyapatite as well as sodium fluoride; enzymatic system: developed in collaboration with Dr Michael Sciotti from the University of Applied Sciences and Arts Northwestern Switzerland (Basel); physical blue filter; lemony flavour, refreshing feel.

**About Curaprox**

Curaprox is the oral health brand of Curaden AG based in Kriens, Switzerland. Since 1972 and in collaboration with dental professionals in teaching, research and practice, Curaprox has been developing oral hygiene tools that are as gentle and effective as possible.