



www.hydrabrush.com



Product Name: HydraBrush Express

First Retail Availability: Q3 2007

End user MSRP: \$129.00

Current availability: hydrabrush.com, amazon.com, dental offices, Hammacher Schlemmer, and Hollywood Gadgets.

Product Description

A multi-headed power toothbrush which efficiently and thoroughly cleanses upper & lower teeth on the inside, outside and biting surface all at once. Lingual and buccal brushes scrub plaque off tooth surfaces while cleaning out gumline, and a top row of bristles massage gum tissue for vital blood flow. Twin heads comprised of 8 microbrushes encompass the teeth, allowing the user to simply bite down between the opposing heads, and guide the handle around the arch. The heads reciprocate back and forth, not the user's hand. Design assures proper brushing in one third of the time compared to single-headed brushes. Operates at 810 strokes per minute, providing a stimulating cleansing with short, quick, back and forth strokes which eliminates the possibility of gum abrasion, and enables the bristles to penetrate interproximally.

Who Cares?

80% of the adult population *should* care: U.S. Government statistics show that 4 of every 5 adults suffer from some degree of gum disease, and most of them are unaware of it.

Why Bother?

Products currently on the market require two minutes or more, yet studies show that adults brush for an average of 40 seconds, and only HydraBrush enables adults to realize proper oral care in 40 seconds or less.

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