

Toothbrush heads

Compatible with Oral-B electric toothbrush



Oral B



ICA



Pirkka



Coop



Jordan



Pepsodent



Prego



Budget



Plackers



Dentalux

	Oral B	ICA	Pirkka	Coop	Jordan	Pepsodent	Prego	Budget	Plackers	Dentalux
	Cross action	Refill	Vaihtoharja	Utbytbara borstar, børstehoveder, børstehoder	Clean	Complete care	Sanigum	Protect & Care	Perfect angle	Active cross
Consumer contact	oralb.se/ dk/ no/ fi	ica.se	pirkka.fi	coop.se/ dk/ no	wilfa.se/ dk/ no/ fi	pepsodent.se/ fi	sanigum.com	bilka.dk	placker.se/ no/ fi	lidl.se/ dk/ fi
Approximate price per brush head										
Sweden	38,00	27,50	-	37,50	70,00	37,00	-	-	49,50	20,00
Denmark	37,80	-	-	37,50	55,00	-	-	9,99	-	15,00
Norway	50,00	-	-	37,50	70,00	-	-	-	55,00	-
Finland	5,50	-	4,75	-	7,00	3,50	2,25	-	4,90	2,00

PRODUCT FACTS										
Height of the bristles (mm)	8-9	7,5-8,5	7,5-8,5	7-9	7-8	8	6-8	8-9	8-10	8-9
Diameter of the brush (mm)	13-14	12	12	12	11-12	14	12	11-13	12	13
Angle of the brush (R=straight, V= angled)	R/V	R	R	R	R	R	R	R	R/V	R/V

SOME SELECTED MEASUREMENTS FROM THE LABORATORY TEST										
Plaque removal on the inside of the teeth (%)	15	9	14	13	12	13	12	7	10	9%
Plaque removal on the outside of the teeth (%)	32	27	27	30	28	23	28	23	24	25%
Angle of rotation of the brush head at 2N load, unused (°)	37,4	23,2	20,5	46,8	38,1	42,6	50,4	41,1	31,3	40,1
Change in rotation angle after 360 min of brushing (°)	4,3	12,1	8,6	6,4	-15,1	-0,6	8,2	-6,6	-5,2	4,6
Impact on the brush after 360 minutes of brushing	Medium	Small	Big	Medium	Medium	Medium	Medium	Big	Medium	None
Damage after drop test from 70 cm	None	None	None	None	None	None	Rotating head fell off	None	Rotating head fell off	Rotating head fell off
Percentage of users who rated the hardness of the brush as perfect (%)	95	70	75	65	60	50	75	70	75	45
Percentage of users who felt that the brush had sharp/sharp edges (%)	0	5	5	10	10	20	0	10	0	10
Technical problems during use	None	None	None	Brush head fell off	None	None	Brush head fell off	Brush straws fell off	Parts fell off	Stoped working, brush straws fell off

TEST RESULTS RATING 1 TO 10 WHERE 10 IS THE BEST (WEIGHT IN THE TOTAL RATING IN PARENTHESES)										
Plaque removal (60%)	7,8	7,4	7,6	7,7	7,5	7,3	7,6	7,1	7,2	7,2
Endurance and durability (20%)	8,6	8,4	7,2	8,7	7,3	8,3	7,7	7,9	6,5	7,5
Users' assessment of quality and feel (20%)	9,4	9,0	8,9	6,9	8,6	7,9	7,2	7,0	7,2	5,0
TOTAL RATING (100%)	8,2	7,9	7,8	7,7	7,7	7,6	7,5	7,2	7,1	6,8

Comment	Best in test.	Slightly worse plaque removal, especially on the inside. Limited rotation angle but persistent bristles and appreciated by the user panel.	Relatively good plaque removal, but limited rotation angle and less durable bristles. Appreciated by the user panel.	Relatively good plaque removal and high rotation angle, but sharp edges and the brush head came loose for several users	Relatively good plaque removal but reduced rotation angle after a period of use. Sharp edges and was perceived as too hard by several users.	High rotation angle and durable brush head but sharp edges, too big head and too hard bristles according to several users.	Relatively good plaque removal and high rotation angle. Fairly hard and no sharp edges but the brush head came off for several users. Failed the drop test.	Poorer plaque removal and less durable bristles. Several in the user panel experienced discomfort and the brush head coming loose.	Poorer plaque removal and limited rotation angle. Fairly hard and no sharp edges but stopped working for several users. Failed the drop test.	Poorer plaque removal. Felt too hard, stopped working and lost bristles for several users. Failed the drop test.
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