







Electric toothbrushes

Premium models

Main unit						
Brush head	OralB Genius 9000 Cross Action	OralB PRO 2 2700 Cross Action	Jordan Clean Premium + Clean Head Brush	Philips Sonicare FlexCare+ HX9004	Philips Sonicare Diamond Clean HX6068/26	Colgate ProClinical A1500 Triple Clean
Approx. price	1 490	799	1 179	1 290	1 790	1 295
Consumer contact	oralb.co.uk	oralb.co.uk	jordan.no/en	philips.co.uk	philips.co.uk	colgate.co.uk
PRODUCT FACTS						
Description	Electric toothbrush with position detection via smartphone application	Classic electric toothbrush	Classic electric toothbrush	Classic electric toothbrush	Classic electric toothbrush	Classic electric toothbrush
Brush heads included	4	2	3	1	1	3
No. of brushing settings/pressure sensor	6 / Yes	2 / Yes	3 / Yes	5 / Yes	5 / Yes	3 / Yes
KEY VALUES FROM THE TEST						
Plaque removal front of teeth (%)	70%	65%	65%	43%	54%	49%
Plaque removal between teeth and back of teeth (%)	41%	35%	32%	31%	28%	29%
Reduction in plaque build-up after 28 days (%)	17%	15%	11% ¹	12%	11%	12%
Reduction in gum irritation/inflammation after 28 days (%)	64%	60%	40%	46%	39%	39%
% of users who describe the toothbrush as pleasant	100%	100%	100%	91%	95%	78%
Battery running time / charging time (hour:min)	00:45 / 15:10	00:42 / 12:35	02:02 / 04:20	02:04 / 13:50	01:38 / 21:10	00:17 / (> 16:40) ²
Noted technical problems	Toothbrush works well but some problems with connection between phone and toothbrush.	None	None	None	None	Charging indicator doesn't work. Short battery life (significantly shorter than stated).
Results of drop test onto hard floor from 1.20 m	No damage	No damage	No damage	No damage	No damage	No damage
Test results on scale of 1 to 5 where 5 is the best (weighting in total score in brackets)						
Effect on plaque and gums (70%)	4,6	4,4	4,0	3,8	3,7	3,7
<i>Capacity to reduce plaque (70%)</i>	4,5	4,2	4,0	3,6	3,8	3,7
<i>Capacity to improve gum condition (30%)</i>	4,9	4,6	4,2	4,2	3,6	3,6
Ergonomics and ease of use (20%)	4,4	4,4	4,4	4,4	4,3	4,3
Battery capacity (10%)	3,1	3,1	4,5	4,2	3,7	2,5
TOTAL SCORE	4,4	4,2	4,1	4,0	3,8	3,6
Comments	Best in test. Best effect on plaque and very good effect on gum condition. Relatively poor battery capacity.	Very good effect on plaque and very good effect on gum condition. Relatively poor battery capacity.	Very good effect on plaque and good effect on gum condition. Very good battery performance.	Good effect on plaque and good effect on gum condition. Good battery capacity.	Good effect on plaque and positive effect on gum condition. Good battery capacity with long charging time.	Good effect on plaque and positive effect on gum condition. Poor battery performance.