

# Electric toothbrushes with app guidance



**Oral-B**  
iO10



**Oral-B**  
iO5



**Philips**  
Sonicare Diamond  
Clean Prestige 9900



**Philips**  
Sonicare Expert  
Clean 7500



**Oclean**  
X Ultra S

Approximate price (€)	370	140	320	190	140
Consumer contact	oralb.se	oralb.se	philips.se	philips.se	europe.oclean.com

PRODUCT FACTS					
Number of brush programs (intensity settings)	7	5	5(3)	4(3)	5
Number of brush heads included	1	1	1	1	3

SELECTED RESULTS FROM THE LABORATORY TEST					
Average plaque reduction over all teeth (clinical examination) (%)	61	61	48	48	44
Battery run-time (hrs:min)	01:57	01:54	01:41	02:11	01:20
Battery charging time (hrs:min)	02:50	11:31	05:11	13:59	03:52
Mobile app connection required to change brush program	No	No	Yes	No	No
Registration with personal information necessary to use the app	No	No	Yes	Yes	Yes
Water tightness after multiple drop tests from 80 cm	No damages/water tight	No damages/water tight	No damages/water tight	No damages/water tight	No damages/water tight
Perceived discomfort from vibrations, experts <sup>1)</sup> (1-10)	7,0	7,0	5,0	5,0	8,0
Assessment of handling and ergonomics, experts <sup>2)</sup> (1-10)	7,0	7,0	9,0	8,0	9,0
Assessment of user friendliness, consumer panel <sup>2)</sup> (1-10)	8,9	8,9	8,8	8,3	7,4
Buying intent/ recommendation by 30 test subjects (%)	80	73	69	56	56

TEST RESULTS GRADE 1 TO 10, WHERE 10 IS BEST (WEIGHT IN TOTAL GRADE WITHIN BRACKETS)					
Brushing efficiency (plaque removal) (60%)	8,7	8,7	6,7	6,7	6,1
Battery capacity and charging (10%)	8,3	6,0	7,0	6,2	6,4
Handling, comfort, and user-friendliness (20%)	8,6	8,7	8,2	7,8	8,2
Mobile app's features and user-friendliness (10%)	9,0	9,0	8,0	8,0	5,0

TOTAL GRADE	8,7	8,4	7,2	7,0	6,4
Comment	<b>Best in test. Good brushing efficiency and accessibility. Advanced and easy-to-use app. Larger handle, which may be difficult to grip for smaller hands.</b>	<b>Good brushing efficiency and accessibility. Advanced and easy-to-use app. Larger handle, which may be difficult to grip for smaller hands. Slow charging.</b>	<b>Lower brushing efficiency. Difficult to reach the inside of the front teeth. Vibrations considered disturbing by the experts. User-friendly but requires connection to the app to select brushing programs. Ergonomic handle and good button functionality.</b>	<b>Lower brushing efficiency and difficult to reach the inside of the front teeth. Best battery capacity. Vibrations considered disturbing by the experts. Relatively heavy, but ergonomic handle and good button functionality.</b>	<b>Lower brushing efficiency and difficult to reach the inside of the front teeth. Ergonomic handle but poor button functionality (slow response).</b>