

An observational in-home use test of children 4-10 years using Sonicare For Kids

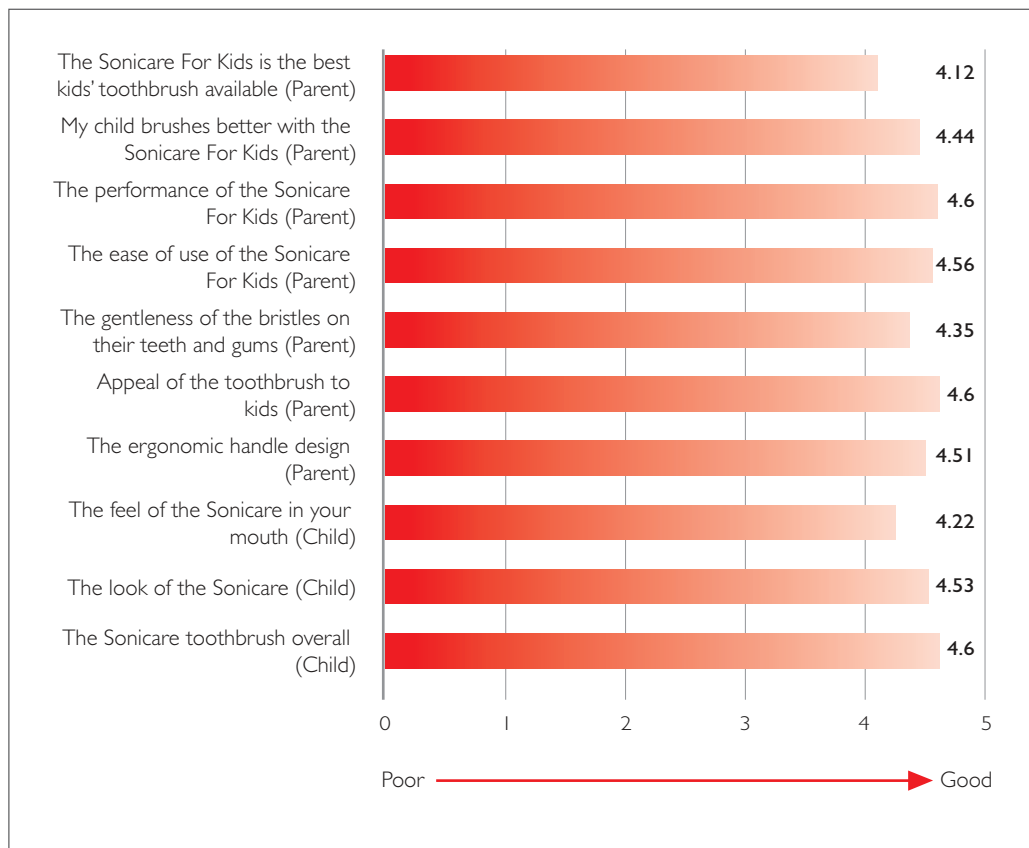
Jenkins W, Master A, Defenbaugh J, Wei J. Philips Oral Healthcare, Snoqualmie, WA; *J Dent Res* 89 (spec iss B); Abstract 139382, 2010

Introduction	The performance of an oral care product is fundamentally limited to the user's willingness to accept it into their regimen. In a product designed for children, the suitability of the experience (in all its dimensions) is as much a barrier to success as any primary metric of effective performance. Therefore, we conducted an in-home use study with a novel power toothbrush for children.
Objective	To evaluate whether the Philips Sonicare For Kids toothbrush, designed to positively influence engagement, experience and motivation, results in an acceptable and successful home toothbrushing experience between parents and children.
Methodology	Eligible participants included dental professional (DP) adults (from across North America) with children aged 4-10 years. All children received the Philips Sonicare For Kids toothbrush. A total of 75 DP parents with 105 participating children (51 girls, 54 boys) completed the three-week survey. Parents were asked to introduce the Philips Sonicare For Kids to their child/children for routine use at home per the manufacturer's instructions. Participants were not restricted from use of any other oral care products. Parents were asked to report observations of the child's use patterns, attitudes and behaviors through online questionnaires (Survey Monkey).
Results	<p>In a survey of DP parents where the Philips Sonicare For Kids toothbrush was used by their 4-10 year-old children for a three-week period, respondents observed:</p> <ul style="list-style-type: none">• greater motivation brushing with Sonicare For Kids compared to their prior toothbrush, 90%• better brushing with Sonicare For Kids compared to their prior toothbrush, 88%• that their child brushed longer with Sonicare For Kids (mean: 104 seconds, median: 120 seconds) compared to their prior toothbrush (mean: 64 seconds, median: 60 seconds) <p>In addition:</p> <ul style="list-style-type: none">• 81% of DP parents would recommend Sonicare For Kids to their patients• 91% of DP parents prefer Sonicare For Kids for use as their children's primary toothbrush• 93% of DP parents were highly satisfied with the cleaning performance of Sonicare For Kids• 84% of DP parents were highly satisfied with the gentleness of Sonicare For Kids• 91% of DP parents were highly satisfied with the ease of use of Sonicare For Kids• 84% of DP parents reported that their children were highly satisfied with the in-mouth feel when using Sonicare For Kids

- 92% of DP parents reported that their children were highly satisfied with the look of Sonicare For Kids
- 93% of DP parents reported that their children were highly satisfied with the overall experience of using Sonicare For Kids
- 89% of DP parents reported that their children preferred Sonicare For Kids to their prior toothbrush

Conclusion The Philips Sonicare For Kids toothbrush positively influences engagement and promotes healthy brushing behavior in children 4-10 years old.

Toothbrush Attributes



Brushing Duration

Brushing Duration (Median)			
	Overall	4-6 Years	7-10 Years
Sonicare	120 sec	110 sec	120 sec
Previous Toothbrush	60 sec	60 sec	60 sec