

## A new addition to the range: Electric toothbrushes for healthy teeth and a radiant smile

**Ulm, 1 September 2023 – Healthy teeth and fresh oral hygiene not only boost your well-being, but also ensure you make an unforgettable first impression. Daily dental care is essential for this. Beurer will be attending the IFA from 1 to 5 September 2023, exhibiting electric toothbrushes for the first time as a new highlight in its range.**

With its **TB 30** and **TB 50**, the Ulm-based health specialist offers **two electric toothbrush models** that clean the teeth gently and thoroughly and ensure a radiant smile.

### **TB 30: Clean teeth in just two minutes**

With its subtle white design, the **TB 30** fits into any bathroom. Its oscillating, pulsating brushing technology helps to remove plaque and ensures clean teeth and healthy gums when used every day. Users can choose between two cleaning programs with different rotational speeds. The "Clean" mode is ideal for thorough and complete cleaning, whilst "Sensitive" is designed for particularly gentle and gum-friendly use. It is also recommended to use the appropriate brush head (clean/sensitive) for the relevant program. What's more, the integrated 2-minute timer makes brushing your teeth child's play. The TB 30 has a powerful battery with approximately 20 days of battery life assuming normal use (used twice a day). An LED light ring indicates when the battery needs charging.

### **TB 50: Elegant design with practical features**

The elegant dark blue **TB 50** also uses oscillating, pulsating brushing technology. In addition to the "Clean" and "Sensitive" cleaning programs, users can also select the "White" program, which is designed for natural teeth whitening. The current program is shown on the LED display. If you exert too much pressure when brushing your teeth, the integrated pressure sensor will make you aware of this via a red LED light ring on the toothbrush – protecting your teeth and gums. The TB 50 also impresses with

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a particularly long battery life of around 45 days when used twice a day. A handy storage/travel box is included.

### **Brush heads – replace regularly!**



For optimal brushing results, the brush heads should be replaced every three months. Beurer offers two types of brush head that are compatible with the TB 30 and TB 50 as well as all conventional electric toothbrushes. The “Clean”

brush head is included in delivery and ensures intensive cleaning with two different bristle lengths. The “Sensitive” brush head is particularly gentle on sensitive teeth and gums as it combines two different types of bristles. Protective caps and various coloured rings to tell the items apart are supplied.

The image video for the new Beurer toothbrushes can be viewed [here](#).

All Beurer highlights will be on show at the IFA from **1 to 5 September 2023 in Hall 4.1, Stand 216.**

### **About Beurer**

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment; the company is a market leader in Europe in the area of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio is under constant development in all areas and includes products for home use. It includes: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, grooming and body care products for men, a BabyCare line, an ovulation thermometer, a fertility set, activity sensors, and heart rate monitors. USB ports and *Bluetooth*<sup>®</sup> enable an increasing number of Connect products to



connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1,700 people. You can find more information at [www.beurer.com](http://www.beurer.com).