

Press release

Improved dental health with Beurer's sonic toothbrushes

Ulm, 6 September 2024 – Healthy teeth and fresh oral hygiene not only protect against tooth decay and gum disease, they are also simply part and parcel of our well-being. Beurer is expanding its dental range and is presenting two new electric sonic toothbrushes at IFA in Berlin from 6 to 10 September 2024.

In addition to the existing oscillating rotating toothbrushes, Beurer is introducing the new SC 30 and SC 50 models with sonic technology.

Innovative sonic technology for effective tooth cleaning

A sonic toothbrush has an elongated head rather than the round head that you find on traditional rotating brushes. The bristles generate up to 80,000 oscillations per minute, clean the teeth particularly gently and effectively remove plaque and impurities – even in hard-to-reach places. It is recommended that you brush your teeth at least twice a day for two minutes each time. The SC 30 and SC 50 Electric Toothbrushes have an integrated 2-minute timer that makes it easy to keep to the right brushing time. In addition, the 30-second quadrant timer helps to clean all areas of the mouth thoroughly and evenly within the recommended brushing time.

Improved sustainable dental care

In addition to being very quiet during teeth brushing, the two new Beurer sonic toothbrushes also impress in terms of their environmental credentials. The brush head attachments are made of recycled materials, as are the entire housing of the hand-held unit and the charger of the SC 50. The eco-conscious approach is rounded off by the replaceable battery*.



SC 30: Effective dental care for beginners

The SC 30 Sonic Toothbrush from Beurer is the ideal product for users who are switching from a manual toothbrush to an electric toothbrush for the first time.

* only replaceable by specialised personnel

All features at a glance:

- Elegant, high-quality black design
- 4 individual cleaning programs: Clean, White, Polish, Gum Care
- Integrated 2-minute timer and 30-second quadrant timer
- Powerful battery with 15 days of runtime – ideal for when on the go and travelling
- LED charging indicator
- Indicator bristles – indicate the right time to change the brush head
- Incl. 2 brush heads – “Classic Clean” and “Premium White” – and USB-C charging cable
- Environmentally friendly – hand-held unit housing and brush heads made of recycled material



SC 50: Top-of-the-line model in fresh designs

As a top-of-the-line model, the SC 50 combines numerous features that make daily dental care easier. The intelligent LCD display shows information including the selected program, battery level, a timer and the travel lock. The magnetic charging plate saves space when charging the device in the bathroom and ensures easy storage in your luggage.

All features at a glance:

- Available in 4 trendy colours: Black, yellow, blue, mint green
- 5 individual cleaning programs: Clean, Sensitive, Polish, Gum Care, Whiten
- Integrated 2-minute timer and 30-second quadrant timer
- Pressure sensor to protect teeth and gums
- Powerful battery with 22 days of runtime – ideal for when on the go and travelling
- Intelligent LCD display and LED charging indicator
- Indicator bristles – indicate the right time to change the brush head
- Incl. 2 brush heads – “Classic Clean” and “Premium White” – as well as space-saving magnetic charging plate and USB charging cable
- Environmentally friendly – hand-held unit housing, charger and brush heads made of recycled material



When should I change the attachment on the electric toothbrush?

For optimal brushing results, the brush heads should be replaced every three months. The indicator bristles change colour to indicate when to change the brush heads. Beurer offers a total of four types of brush head: "Classic Clean" (for thorough cleaning), "Premium White" (for deep cleaning and a polished feeling to the teeth), "Premium Plaque Eraser" (for thorough plaque removal) and "Premium Protect Plus" (for sensitive teeth and gums). They differ in terms of their shape and bristle structure and are compatible with the SC 30 and SC 50 as well as all commercially available electric toothbrushes**.

All Beurer highlights will be presented at IFA from 6 to 10 September 2024 in Hall 4.1 at Stand 210.

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Social Media**About Beurer**

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the family-run company leads the way in several areas of this segment. Originally a manufacturer of heat pads and heated underblankets, the company has grown into a full-range supplier offering more than 500 products. Beurer offers various products for use at home in the categories of health, wellbeing, beauty, personal care, home, fitness and baby, including blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, hearing amplifiers, daylight therapy lamps, insect bite healers, a mobile ECG device and an emergency wristband, as well as products for pain therapy and women's health. The range also covers the areas of flexible heating, weight & diagnosis, air & aroma, massage & shiatsu and sleep & rest. What's more, Beurer offers various beauty products in the categories of FaceCare, BodyCare, HairCare, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the personal care category. The company offers a range of fitness products in its Antelope by beurer and Physioline product groups, along with numerous abdominal muscle trainers. The baby category contains special products adapted to the needs of children, babies and their parents. With its "Connect" product group, the health specialist offers a wide range of apps that can be combined with Beurer products and make everyday life easier. Around 1,700 employees worldwide and a global distribution network spanning more than 100 countries ensure the company's ever-growing success. You can find more information at www.beurer.com.

** with the exception of Philips One