

Press release

New Beurer sonic toothbrushes focus on sustainability

Ulm, 5 September 2025 – A radiant smile and good oral health are part and parcel of a modern, healthy lifestyle. In keeping with this philosophy, Beurer will be presenting its sustainable electric sonic toothbrushes, which are now available from retailers, at the IFA in Berlin from 5 to 9 September 2025.

For Gen Z, a healthy lifestyle is more than just a trend – it's a way for them to express their individuality. They need look no further than Beurer: The new [SC 30](#) Electric Sonic Toothbrush as an entry-level model and the [SC 50](#) as a top-of-the-range version bring a breath of fresh air to the bathroom. They offer stylish colours, state-of-the-art technology and sustainable materials – and an impressive price to boot.

Gentle cleaning thanks to modern sonic technology

Unlike conventional rotating toothbrushes, sonic toothbrushes have an elongated brush head instead of a round one. The fine bristles generate up to 80,000 oscillations per minute and enable particularly gentle and effective cleaning – even in hard-to-reach places. For optimum oral hygiene, it is recommended that you brush your teeth at least twice a day for two minutes each time. The SC 30 and SC 50 models make this easy with an integrated 2-minute timer. In addition, a 30-second timer ensures that all four areas of the mouth are cleaned evenly within the recommended brushing time.



Strong focus on sustainability

In addition to their quiet operation when brushing teeth, the two new Beurer SC 30 and SC 50 Sonic Toothbrushes also impress with their eco-friendly credentials. The brush head attachments are made of recycled materials, as are the entire housing of the hand-held units – except the LED ring and display – and the charger of the SC 50. The bristles are also made from renewable raw materials.

SC 30: Ideal for beginners

The SC 30 Electric Sonic Toothbrush is aimed at anyone who wants to switch from a manual toothbrush to an effective electric model.

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 best 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: Premium model in stylish colours

As a top-of-the-range model, the SC 50 offers numerous features that make daily dental care easier. An intelligent LCD display shows 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 enables easy storage in your luggage.

All features at a glance:

- Available in 4 trendy colours: Midnight Ink, Ocean Breeze, Splashy Lemon, Peppermint
- 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 best 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 – housing of hand-held unit and charger plus brush heads made of recycled material

How often to replace the brush heads

To ensure optimum 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



Philips Sonicare toothbrushes except Philips One and Kids.

All new Beurer products will be on display at the IFA from 5 to 9 September 2025 in Hall 4.1, stand 112.

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About Beurer

Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. What's more, Beurer offers various beauty products in the categories of facial care, body care, hair care, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the Personal Care category. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 employees worldwide and a distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at www.beurer.com.