

Colgate®

Finally...a healthy rhythm.
all of your patients can get into.



Enjoyable.



Beneficial.



Rewarding.



hum.



Sonic vibrations

Patients hum their way to clean with up to 30,000 sonic vibrations per minute



Real Improvements

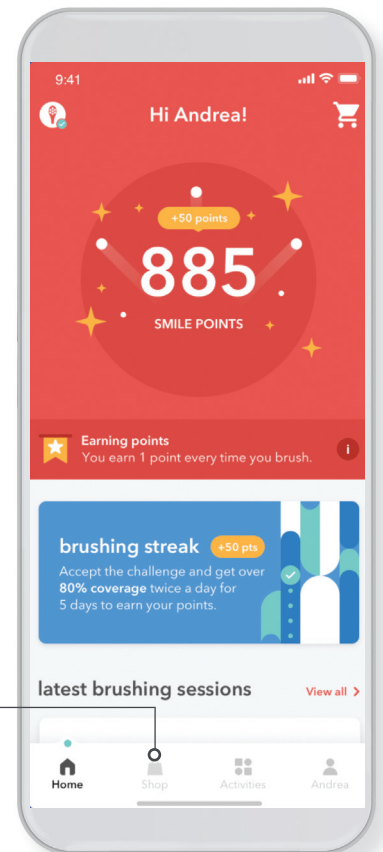
Brushing with app motivates 50% improvement in clinical outcomes vs brushing alone.*



Real Rewards

The more they brush and learn, the more they earn. Smile points can be redeemed for products from Colgate or other health + wellness brands, including:

headspace | obé | sunbasket



*vs. gum margin plaque after brushing for 6 weeks without the app.



Motivate a healthy routine with hum.



Move up to 3 modes

- Normal
- Sensitive
- Deep clean



Smart Sensors

Send brushing data to app to track duration, frequency, and coverage in 16 zones of mouth



2 minute timer

Reminds patients to keep brushing



Help your patients **hum their way to better brushing** with the smart, sonic, specially priced hum.



Recommend today and give patients discounted access through **Colgate Professional Direct** pro.colgatedirect.com. ~~\$69.99~~ \$55.99

 sounds like smiles.

*Survey of 40,000 consumers by Kantar. Electric toothbrush category.