



NEWS FROM KOLIBREE

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Kolibree's connected toothbrush turns oral care into a game *The Go Pirate game app is updated on the App Store and Google Play*

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July 15, 2015 (NEW YORK, NY USA) – When it comes to children, most would rather play a game than brush their teeth. Dentists recommend brushing for at least two minutes, twice a day, and most parents know the struggle of getting a child to do this.

The Kolibree sonic toothbrush with 3D motion sensors makes toothbrushing easier. Connected via Bluetooth to the Kolibree mobile phone app (FREE from the App Store and Google Play), kids can play as they brush, and parents can get real-time feedback on brushing habits and progress.

The **Go Pirate** game on the Kolibree app leads the user down the plank toward the treasure chest. A child picks up game coins along the way for brushing in the right places and for the right amount of time.

Brush longer, not harder.

The Kolibree connected toothbrush, with its soft, rounded bristles, was developed with the support of dentists who know that brushing too hard can damage the gums. The sonic (vibrating) brush head gently and effectively removes plaque and bacteria to help prevent cavities and gum irritation.

“Our initial study showed that children who used the Kolibree sonic toothbrush with the Go Pirate mobile game app reduced plaque 30 to 40 percent more effectively than those who brushed manually or with a rotary electric toothbrush,” said Holly Hasegawa, DDS, a senior dental advisor for Kolibree. “Kolibree has created a way to get children to want to brush their teeth and actually brush better, and this is significant for dental professionals,” Dr. Hasegawa added.

A toothbrush for the whole family

While children love to play **Go Pirate**, adults may prefer **Coach**, another feature of the Kolibree app, that guides grownups through quadrants of the mouth for better oral care. As the timer counts down, a circle lights up green when you achieve the correct toothbrush placement, and orange when you don't. Building awareness of your real-life brushing habits helps to maximize prevention of tooth and gum disease.

“Kolibree's mission is to reduce the occurrence of oral disease through the latest technology for prevention,” said Kolibree Founder and CEO Thomas Serval. An entrepreneur in the technology industry for more than a decade, Serval had an instinctive feeling that technology could make tooth brushing more fun and more effective for his own young children. This was the impetus behind building the Kolibree brand.

Lightweight and ergonomically designed to comfortably fit the hands of children as well as adults, each vibrating-head toothbrush comes with two brush heads. Additional three-packs of color-coded brush heads are available separately.

Where to buy

The Kolibree smart sonic electric toothbrush with 3D motion sensors is available online from kolibree.com, amazon.com and Hammacher Schlemmer (hammacher.com).

About Kolibree

Kolibree is a company dedicated to innovation of smart connected solutions. Kolibree's flagship product, the world's first connected electric toothbrush, uses proprietary technology to create an interactive toothbrushing experience that motivates children and adults, and provides real-time feedback in an effort to improve oral care and prevent cavities and gum disease. **Go Pirate** and **Coach** are Kolibree's first mobile apps geared toward families. Kolibree has offices in New York, Paris and Hong Kong. For more information, visit kolibree.com, twitter.com/kolibree, facebook.com/sharekolibree, instagram.com/sharekolibree and pinterest.com/sharekolibree.
