

NEWS FROM KOLIBREE



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Kolibree's Real-Time Feedback Helps Improve Dental Hygiene *3D motion sensor technology detects bad tooth brushing*

February 23, 2016 (NEW YORK, NY, USA and PARIS, FRANCE) – 3D motion sensors in Kolibree's sonic connected toothbrush allow the toothbrush to double as a game controller. The better you brush, the higher your game score.

Adults also benefit from the 3D sensors through the app's Coach feature. It's a brushing guide that gathers and stores data, providing cumulative analytics without the need to look at the app every time you brush.

Kolibree allows you to track brushing habits even without opening the app. Next time you brush with the app open the data will automatically sync, letting you know if you consistently miss the maxillary second molars in the far back of the mouth, the mandibular anteriors at the tongue side of the lower front teeth, or another area important for cavity prevention.

Seven-day brushing habits are displayed through a personalized diagram of the mouth – indicating which teeth were brushed effectively, neglected totally or somewhere in between, as indicated by color.

Named a *Popular Science Healthcare Innovation of 2015* and an *AskTheDentist.com Best Dental Buy of 2016*, Kolibree is the only smart toothbrush that offers gaming for both iOS and Android, with an open API platform. Game developer Ubisoft brings its Rabbids characters onboard for spring 2016. Games are designed to give parents and caregivers a fun way to teach children to brush their teeth properly. An accelerometer, gyrometer and multiple points of axis work together inside the brush handle and allow the user to maneuver their game character via the app.

The Kolibree toothbrush, weighing only 2.5 ounces, is the lightest-weight electric toothbrush on the market. Using sonic vibration to gently remove plaque and minimize the risk of harsh overbrushing that can lead to gum recession, Kolibree is safe for children and adults.

Although largely preventable, dental caries (cavities) remains the most common chronic disease of children aged 6 to 11 years and adolescents 12 to 19, according to the Centers for Disease Control and Prevention.

About Kolibree

Kolibree, the smart oral care company, is dedicated to innovation of connected health solutions. Kolibree's flagship product, the world's first connected sonic toothbrush with 3D motion sensors, uses proprietary technology for an interactive and fun teaching experience to improve oral care and oral health for children and adults. Kolibree has offices in New York, Paris and Hong Kong. Visit kolibree.com, twitter.com/kolibree, facebook.com/sharekolibree, instagram.com/sharekolibree and pinterest.com/sharekolibree.