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Colgate to revolutionize oral health through novel technology

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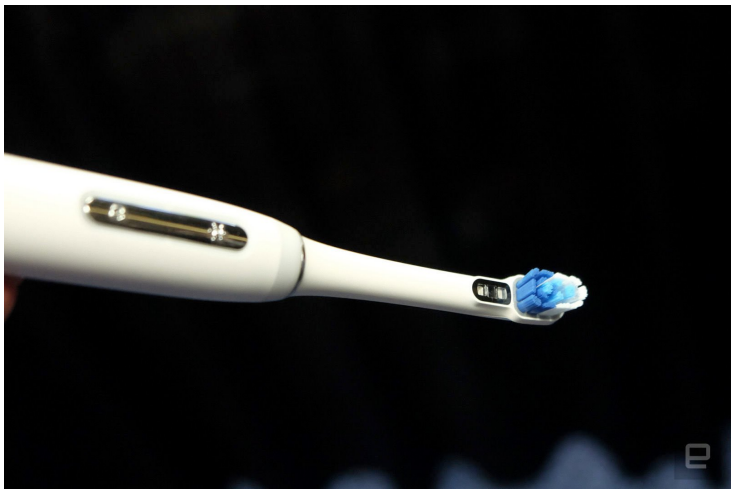
With new optic sensor technology that detects biofilm buildup in the mouth



Colgate has introduced a first-of-its-kind smart toothbrush with new optic sensor technology that detects biofilm buildup in the mouth so that it can be removed while brushing.

The Colgate® Plaqless Pro smart electric toothbrush aims to revolutionize oral care by providing precise information in real time that is specific to each mouth and the distinct brushing technique of every individual.

When launched later this year, the Colgate® Plaqless Pro toothbrush will be the first commercially available electric toothbrush that detects biofilm buildup and coaches in real time for more complete brushing.

Colgate® Plaqless Pro smart electric toothbrush enables users to see when they need to brush longer in one area of their mouth or when all the biofilm buildup has been removed. Using a light ring around the toothbrush the user will see a blue light when buildup has been found, and then the white light appears to tell the user to move on. Consumers can now brush with confidence knowing when their teeth are fully clean.

The Colgate Connect App pairs to the brush via Bluetooth® technology to give the user a precise, personalized brushing experience. The sensors embedded in the toothbrush handle create a comprehensive map of the user's mouth. Every time they brush users can consult the app to see exactly where they brushed their teeth, where they missed a spot and now if an area brushed is truly clean. The app also provides instant brushing feedback, personalized data, coaching and oral care tips.