PHILIPS

sonicare

Interchangeable sonic toothbrush heads

W3 Premium White

- 4-pack
- Standard size
- Click-on
- BrushSync mode pairing

HX9064/17





Our best brush for a whiter, brighter smile

Removes 100% more stains, in just 3 days*

Food and drink can make your smile less than bright. Our W3 Premium White brush head can boost your smile's whiteness. Polishing bristles remove surface stains to visibly whiten teeth in just 3 days, while you get an exceptional deep clean. All brush heads are interchangeable with all our toothbrushes.

For exceptionally whiter teeth
- Removes up to 100% more surface stains in just 3 days*

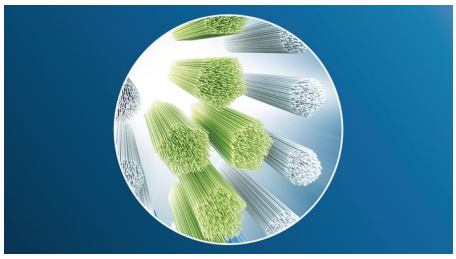
Philips Sonicare's deepest clean yet
- Up to 10 x more plaque removal than a manual toothbrush
- Up to 4 x more surface contact** for an effortless deep clean

Innovative technology
- Automatically selects optimal mode for ultimate results***
- Philips Sonicare's advanced sonic technology

Designed to optimise performance
- Tested to meet your oral health needs
- Click-on design for simple brush head placement
- Always know when to replace. Always get an effective clean.

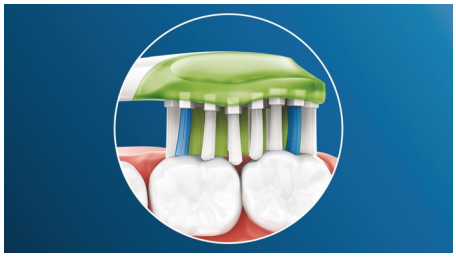
Highlights

Whiter teeth, fast



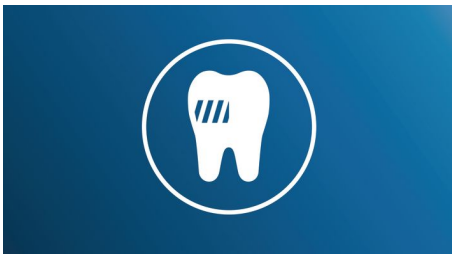
Dense bristles packed into the centre of the Philips Sonicare Premium White brush head work hard to remove plaque, and everyday surface stains from food and drinks. Flexing sides let bristles contour to the unique shape of your teeth and gums for deep cleaning and a brighter smile in just 3 days.

Adaptive cleaning technology



You get a personalised clean every time you brush with our adaptive cleaning technology. Soft, flexible rubber sides let Premium White adapt to the unique contours of your mouth. Our bristles adjust to your gums and teeth, giving you up to 4 x more surface contact** than a standard brush head for deeper cleaning, even in hard-to-reach spots. The adaptive cleaning technology also allows gentle tracking along the gumline and absorbs excessive brushing pressure, and enables an enhanced sweeping motion for a unique in-mouth feel and superior cleaning.

Say goodbye to plaque



With Premium White, you get exceptional cleaning as well as daily whitening. Its flexible design helps remove up to 10 x more plaque**** from teeth and along the gumline for a deep clean you can see and feel.

Philips Sonicare technology



Philips Sonicare's advanced sonic technology pulses water between your teeth, and its brush strokes break plaque up and sweep it away for an exceptional daily clean.

Smart brush head replacement



Brush heads become less effective after 3 months' use, but with BrushSync™ you'll be reminded before this happens. Your smart toothbrush will track how often and how hard you brush and will notify you when it's time for a replacement. Don't have a smart Philips Sonicare toothbrush? Just monitor your blue replacement bristles — when they turn white you'll know it's time for a fresh brush head.

Brushing with peace of mind



All Philips Sonicare brush heads are safe and gentle on teeth and gums. During tests, each brush head is put through its paces to ensure durability and an exceptional performance every time you brush.

Easy to click on



Your Premium White brush head fits perfectly with any Philips Sonicare toothbrush handle, except PowerUp Battery and Essence. Simply click on and off for easy replacement and cleaning.

BrushSync™ mode-pairing



You'll always get the best possible clean with our BrushSync™ mode-pairing feature***. The Philips Sonicare W3 Premium White brush head syncs with your BrushSync™ enabled Philips Sonicare toothbrush handle***, selecting the optimal brushing mode and intensity level for exceptional whitening. All you need to do is start brushing.

Specifications

Items included
Brush heads: 4 W3 Premium White

Design and finishing
Smart Brush Head Recognition
Bristle stiffness feel: Medium soft
Colour: White
Material brush head: Soft, flexible rubber sides
Reminder bristles: Blue bristle colour fades away
Size: Standard

Compatibility
Brush head system: Click-on
Suitable for these models: 2 Series plaque defence, 2 Series plaque defence, 3 Series gum health, DiamondClean, DiamondClean Smart, EasyClean, Essence+, FlexCare, FlexCare Platinum, FlexCare Platinum Connected, FlexCare+, for Kids, HealthyWhite, HealthyWhite+, PowerUp

Quality and performance
Replacement: Every 3 months
Tested: for optimal usage

Health benefits
Plaque removal: Removes 10 x more plaque****
Whitening: Removes 100% more stains*

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* in White+ Mode with leading whitening toothpaste vs. a manual toothbrush
* **BrushSync™ mode pairing is only compatible with Philips Sonicare BrushSync™-enabled toothbrush handles
* *than a DiamondClean brush head
* ***than a manual toothbrush