

# Dentii Set to Launch World's Most Advanced and Hygienic Toothbrush

Submitted by: DENTII

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London, UK: Dentist Dr Sunny Sihra from London, UK, is bringing technical and design innovation to the \$37billion global oral care market\* with Dentii (<http://www.dentii.co.uk/>) set to launch their first range of smart-brushes later this year.

Dentii is a new integrated dental healthcare range comprising immaculately designed, sleek electronic toothbrushes, with single use, interchangeable brush heads to eliminate all bacteria after each use. Today, Dentii have announced that their innovative toothbrushes are available for pre-order from their website.

At the core of the Dentii range is a smartphone app which connects to the electric toothbrush and maps the geometry of a patient's mouth, noting the brushing paths and pressure. Via the app, the data is sent to the user's dental professional for analysis and then if necessary, they will inform the patient on how to improve their dental routine.

What's more, Dentii is currently being manufactured as the world's first toothbrush that can prompt an individual to go to the dentist at early signs of problems. With patented technology, Dr Sihra is also keen to develop this into the world's first oral cancer screening tool.

The electric toothbrushes are manufactured in Anodised Aluminium, plus Silver, Gold or Rose Gold versions for maximum sophistication. The bases are designed with a bespoke range of wood finishes, making the brush stand out and look elegant.

As back-up for those who travel a great deal, manual toothbrushes and travel cases are available in a range of wood finishes.

According to the University of Manchester, UK, the average toothbrush can contain 10million bacteria or more, including E.coli and Staphylococcus aureus\*\*. As an answer to this, Dentii is introducing the single use, disposable brush head that is fully biodegradable and can be disposed of alongside discarded food or composted.

The brush head represents a revolutionary approach to the hygiene issues found in multiple use brush heads, namely the daily increased contamination by bacteria, fungus and chemicals typically found in bathrooms. The whole system is subscription-based so that people never run out of a fresh supply of brush heads, toothpaste and mouthwash.

Dr Sihra explains, "As a dentist, it concerns me that while the rest of the world has moved on with technology, transforming almost every area of health and fitness, the oral healthcare market has hardly changed. Even my own patients are using products designed decades ago. This is why I teamed up with designer David Fowler from city of London-based INDEV (<http://www.innovationdevelopments.com/>) to create Dentii.

"By bringing together innovative technology, revolutionary design, fine materials and functionality,

we're providing patients with a truly innovative, unique and exclusive cleaning experience. It's not just aesthetically pleasing but represents a world first in this business sector.

"This innovation represents a new era of oral care products that will make a significant contribution to the global oral care market that is set to grow 16 per cent to \$43billion in the next five years."

Subscriptions for the Dentii brush are sub-divided into three categories, Complimentary, Professional and Premium.

With the purchase of the Dentii brush, the Complimentary package consumer will receive full access to the Dentii app which features feedback on the users' brushing technique, timings for each brush and statistics on the overall oral health of the user.

By purchasing the Professional subscription from Dentii, the user will be sent bio-degradable brush heads, toothpaste and mouthwash on a weekly basis.

Subscribing to the Premium service will provide the user with all products featured in the professional subscription, with additional accessories including inter-dental brushes, a flossing handle and bio-degradable floss heads.

For more information on the Dentii brush please visit their website (<https://www.dentii.co.uk/>).

## Links

Website: <http://dentii.co.uk/>

Pre-Order: <https://www.dentii.co.uk/shop/>

Twitter: <https://twitter.com/dentiibrush>

Facebook: <https://www.facebook.com/dentiitoothbrush/>

Instagram: <https://www.instagram.com/dentiibrush/>

Video of Dr Sunny Sihra: <https://www.dentii.co.uk/the-story/>

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\*Source: Statista.com <https://www.statista.com/statistics/326389/global-oral-care-market-size/>

\*\*University of Manchester.

Dr Sunny Sihra is available for interview and would be delighted to speak with you. Additional high-resolution images are available upon request.

Press release issued by Famous Publicity. For further information please contact Adam Betteridge at [adam@famouspublicity.com](mailto:adam@famouspublicity.com), Tina Fotherby at [tina@famouspublicity.com](mailto:tina@famouspublicity.com) or Mary-Jane Rose at [mary-jane@famouspublicity.com](mailto:mary-jane@famouspublicity.com) or call Famous Publicity on +44 (0)333 344 2341.