

Brush Floss

2.009 Yellow A
Fall 2011

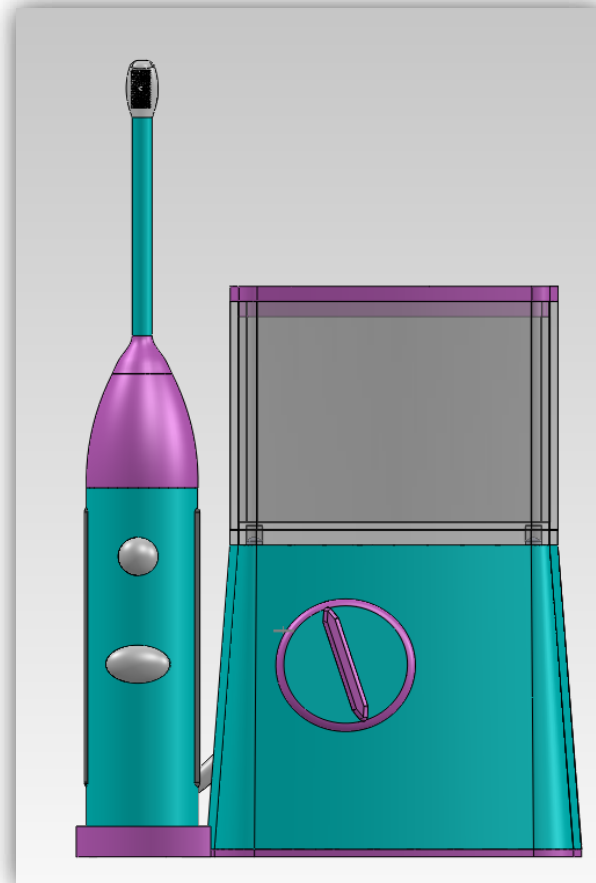
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Brush Floss

Mock-up



CAD Model



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Risks

Key Risk: Is the Brush 'n' Floss as effective as the two products separately?

Secondary Risks: Safety & Ease of Use



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Technology

Sonic Brush

- Electromagnetic oscillator
- Water-sealed inductive charging system



Oral Irrigation

- Piston pump
- Pressure control system



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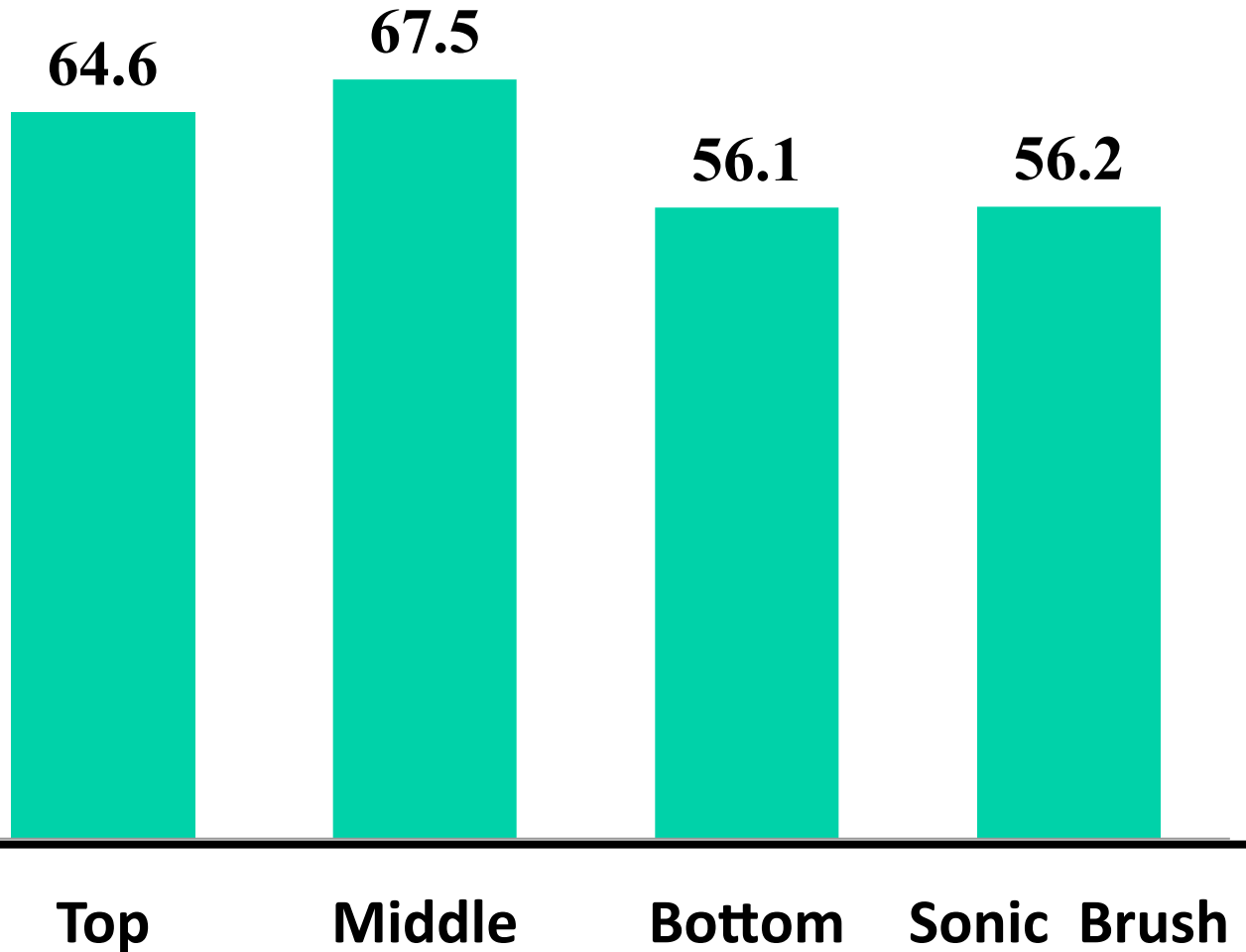


Step 1: Rinse and Sanitize

Testing Results

Top and Middle Removed Most Plaque

Percentage of Plaque Removed



Before



After



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Product Contract

Customer Need	Product Attribute	Engineering Specification
Effectiveness – Long term	Long term gum health	Improves gum health in 14 days
Effectiveness in Plaque Removal	Bristle speed	31,000 brush strokes per minute
Ergonomics handheld brush	Weight	Total weight under 16 ounces
Needs to be Rechargeable	Power	7 days per charge cycle
Water Efficiency	Capacity	800 ml of water per session
Time Efficiency	Time	2-minute timer
Extensive product life	Time durability	2 years or more product life

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Customers

Under 25

- Develop good habits



Between 25 – 65

- Higher marginal value
- Can afford it



Over 65

- Possible loss of dexterity



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Next Steps

- Full Integration
- Larger reservoir (2 min of water)
- More dental expert & user input
- Fluoride-based solution
- Possible water suction for excess water