



In 2015, a team of young adventurers started Playbrush with the aim of inspiring children to brush their teeth by making it fun. Since then, the start-up company has become the innovation leader in Oral Care in Europe and beyond, fostering correct dental hygiene for the whole family.

Playbrush is an interactive smart toothbrush that connects via Bluetooth to applications on a smartphone or tablet, creating entertaining and effective brushing results. It was initially launched as a product exclusively for children, allowing them to play fun games with their own toothbrushing movements. Children can choose between using the attachment for manual toothbrushes or a fully integrated sonic toothbrush.

In 2019, Playbrush launched the Playbrush Smart One, giving it the enviable position of providing smart toothbrushing solutions for the whole family. The Smart One links the dentist to the service. The better a user brushes with Playbrush, the less they pay for their next dental hygienist appointment.

A cleverly designed algorithm for both Playbrush's kids and adults' toothbrushes measures brushing and ensures the mouth is cleaned for long enough and thoroughly, and further motivation is ensured by real-time feedback in the form of statistics and a reward system.

Playbrush Smart Sonic, Smart & Smart One all have an integral Software component that sets them apart from the competition. For Playbrush Smart One, users can log in and access games, statistics, collect money of their next dentists appointment and check their unique brushing feedback - tailor made just for them. For Smart & Sonic, children have the Playbrush Kids app with 12 brushing games & brushing coach, and their parents can monitor their brushing progress.

So far Playbrush has received seven-digit investment won numerous awards like the Health Media Award in 2016 and the Gamification World Award 2015 in the "Best Technological Innovation" category, which reflect the success of the young company. 4 years since being founded, the team is now 25 employees strong and has sold 250,000 Playbrushes across 25 countries.

You Brush. We Care. You Smile.

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