

q business: AI POWERED CLEANING

Oclean launches award-winning AI-powered X Ultra S Smart Sonic Electric toothbrush in Australia

In one of the most anticipated product arrivals of the year, oral healthcare specialists Oclean have now launched their unique, groundbreaking and award-winning range of products in Australia, led by the AI-powered X Ultra S Smart Sonic Electric Toothbrush.



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Oclean Asia Pacific MD Chris Wang explained, *"Oclean products have been successful in many countries around the world due to their unique technology, so there was a huge demand for the range from our Australian partners and consumers alike. So, I'm delighted to announce that we have officially partnered with DSTech and Shaver Shop for our Australian launch, starting with our Best of CES award-winning AI-powered X Ultra S Smart Sonic Electric Toothbrush."*

Oclean, together with their partners at Shaver Shop, saw a gap in the Australian market for their affordable, high-tech range, consisting of aesthetically focussed products that don't compromise on quality or functionality.

For Oclean, extensive consumer research clearly demonstrated that tech-savvy Australian consumers were looking for better, more aesthetically pleasing oral care products with efficient cleaning, longer battery life, competitive pricing and cutting-edge technology.

For better performance and cleaning, the X Ultra S uses its proprietary and powerful Maglev 3.0 motor with TurboClean function. The Maglev 3.0, designed by Oclean, features an algorithm delivering up to 42,000RPM and, critically, maintains consistent power at any battery level.

The Maglev 3.0 has been proven three times more effective than a conventional sonic motor, whilst being ultra quiet in use, at less than 45dB.

We then move into where the real smarts are, starting with unique interactive brushing controlled by a fully interactive touchscreen, with five distinctive modes and festival greetings. These smart features work seamlessly with the Oclean Care+ app as well as Apple Health and WeatherKit.



In another first, the X Ultra S provides its users with an AI voice guide that works in real-time with Oclean's self-developed smart chip and bone conduction technology, creating better brushing habits, a far better brushing experience and overall better results.

Then comes the solution to one of the biggest gripes for users of electric toothbrushes – a long battery life. Unlike many of its competitors, the X Ultra S easily provides up to 40 days of battery life while taking just 4.5 hours to fully charge. This, combined with its lightweight design, even while housed in its smart case, makes it ideal for home and travel.

Making the cleaning experience even more efficient are Oclean's three exclusive brush heads – Ultra Clean, Ultra White and Ultra Gum Care with FlexFit tech. With these brushes and their clever, shock-absorbing rubber coating, the X Ultra S also improves optimal interdental cleaning and provides gum protection.

As if all of that tech was not enough, users of the X Ultra S can access instant feedback about their brushing technique on the toothbrush's smart touchscreen as well as brushing reports in the Oclean Care+ app, for an even more professional, personalised and efficient experience.

The Oclean X Ultra S Smart Sonic Electric Toothbrush comes in black and green with three replacement brush head refills and a two-year warranty. It's

available now from Shaver Shop stores and at www.shavershop.com.au for an RRP of \$449.95.



Oclean X Ultra S key features

- Realtime AI Voice Guide
- Smart touchscreen provides instant feedback
- 3 times more effective cleaning from Maglev 3.0 motor with consistent power
- FlexFit Tech brush heads
- 5 modes + customised modes
- Mould-resistant nano coating and starlight design
- Up to 40 days battery life

About Oclean

Oclean was founded in 2016 with the corporate vision of "Redefine, for better oral care". Oral health is a key indicator of overall health, well-being and quality of life (Source: World Health Organization), so in alignment with our vision, our mission is to make everyone's oral health better and easier by leveraging cutting-edge technology and smart solutions.

Studies reveal that 90% of individuals miss certain areas during their brushing routine, leading to plaque accumulation and potential oral issues (Source: Oclean Lab database with over 200 million brushing behaviour data). At Oclean, we are driven by meticulous research and problem identification, aimed at developing solutions that empower users to enhance their oral health.

For further information please go to: <https://www.oclean.com>