Meet the ISSA™ - the Award Winning Toothbrush by FOREO! Introducing the Most Stylish and Hygienic Dental Solution on the Market!

Stockholm, August 2014: Swedish brand, FOREO, has announced the global launch of its latest groundbreaking solution, the ISSA™ – a stylish new silicone toothbrush that will make everyone throw away their ordinary toothbrushes forever. Following the outstanding success of their LUNA™ range of premium skincare devices, FOREO is set to change up daily dental care with an award winning design, the ISSA™ - the most innovative toothbrush to date!

Winner of a Silver A'Design Award, FOREO’s ISSA™ marks a departure from the norm by utilizing high-intensity pulsations channeled through soft silicone bristles the ISSA™ doesn’t just offer dental care, it delivers complete oral care. Designed to be used like a manual toothbrush, the ISSA™ does not oscillate like electric toothbrushes with abrasive bristles, but pulsates, making it gentler and healthier for the gums while still effectively cleaning the teeth by removing plaque and preventing cavities and tartar. The nonporous silicone also makes the ISSA™ easy to clean and resists the bacteria buildup that occurs with standard nylon bristles. In a sleek, smart and ergonomic design – a signature style of FOREO – the ISSA™ offers a truly unique and superior brushing experience, leaving users with whiter and brighter teeth and a healthier mouth.

“We recognised the key reasons why current models of toothbrushes are failing and then set ourselves a goal to provide a real solution by starting the design process from scratch,” says Paul Peros, CEO of FOREO. “The concept of the ISSA™ is about offering a brand new way to clean teeth that feels completely unique compared to anything else on the market. Consumers will feel very different about their current dental-care routine soon after experiencing the ISSA™, and they will throw away their standard toothbrushes forever!”

Requiring 2 minutes of use morning and night, the ISSA™ toothbrush aims to revolutionise daily dental care with the following innovative features:

- **Nonabrasive, soft silicone bristles** for a gentler, more comfortable brushing experience the silicone bristles create micro-sweeps that break up and remove 35% of plaque buildup while being gentle enough on tooth enamel helping to prevent gum recession
- **Ultra-hygienic, nonporous silicone brush** that is quick-drying and easy to clean holds up to 10,000 times less bacteria than standard nylon bristled brushes
- **3D functionality in the ergonomic brush head** adapts to any tooth surface and curves reaching every crevice and cleaning the whole mouth including biofilm found on the soft of the gums, tongue and inner cheeks
- **Delivers a gingival massage** which can help thicken gum tissue, making them more resistant to bacterial infection.
- Smart investment with **no replacement brush heads required for 1 year**
- **Travel-friendly** with a compact design, no charging dock required and an extraordinary battery life lasting up to 365 uses per full charge

FOREO’s ISSA™ is available in Lavender, Mint, Cobalt Blue and Cool Black. For further information visit www.foreo.com/products/issa