

FOREO

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FOREO Introduces the ISSA™ Pro Set – Offering a Superior Level of Hygiene for the Mouth!

Stockholm/New York, August 2015: Swedish beauty brand [FOREO](#), who launched the award-winning [ISSA™](#) oral-care device last year, introduces the **ISSA™ Pro Set** - designed to completely enrich your oral-care routine. This smart collection of tools includes the flagship ISSA™ oral-care device, the ISSA™ Hybrid Brush Head and the ISSA™ Tongue Cleaner attachment, all designed to bring users a superior level of hygiene to the mouth, while brightening smiles and ensuring fresher breath. FOREO continues to lead innovations in the self-made “beauty dental device” category, and this new launch is a testament to that, bringing together the latest innovations into one professional pack. The ISSA™ Pro Set will be launched in September 2015 and available at select professional dental outlets and travel stores.

FOREO continues to be the first in developing progressive oral-care options, with the ISSA™ Pro Set featuring the brand’s best solutions for total mouth care. The pack includes one standard ISSA™ device plus two essential accessories:



ISSA™ Oral-Care Device

Winner of a Silver A'Design Award, FOREO's ISSA™ marks a departure from the norm by utilizing Sonic Pulse technology that channels high-intensity pulsations through soft silicone bristles. 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. The nonporous silicone also makes the ISSA™ easy to clean and prevents the bacteria buildup that occurs with standard toothbrushes with nylon bristles. With 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.

ISSA™ Hybrid Brush Head

Specifically engineered to utilize the soft gentle silicone bristles for the gum area, the ISSA™ Hybrid Brush Head also integrates PBT polymer bristles on the inner segment of the brush head to cover the surface area of the teeth. This unique cross-design offers both a massage and gentle clean on the gums as well as a stronger cleaning experience on the teeth, making it perfect for those who have more plaque buildup.

ISSA™ Tongue Cleaner

The ISSA™ Tongue Cleaner incorporates nonporous bacteria-resisting silicone material with a unique curved design, matching the shape of the tongue to collect buildup from the deep “V” gap. The self-care ritual of tongue scraping is an essential oral-hygiene practice that removes food residue and bacteria buildup, resulting in fresher breath and an overall healthier mouth.

Designed to completely enrich your oral-care routine, the ISSA™ Pro Set offers the following benefits:

- **Sonic Pulse Technology** – 11,000 high intensity pulsations per minute for effective cleaning that breaks up and removes plaque while massaging the gums in a way that does not cause damage or trauma on gums
- **Extra-Gentle** – Soft and flexible silicone is used on bristles and attachments to be nonabrasive on teeth or gums
- **Ultra-Hygienic Materials** – The natural properties of silicone and PBT polymer harbour less bacteria for more hygienic brush heads and overall better oral health
- **Smart Design** – With 3D flexible brush heads, ergonomic handle, 8 speeds and a built-in timer
- **Travel-Friendly** – USB chargeable, 1 hour charge = 6 months of use, plus with lockable controls
- **Exceptional Value** – 2-Year Limited Warranty and brush heads and attachment that last up to 1 year

The ISSA™ Pro Set is available in Lavender and Cobalt Blue.

MEDIA INQUIRIES: pr@foreo.com

ABOUT FOREO

Sweden-based FOREO aims to empower you to brighten your life. The belief that confidence makes life more vibrant is behind everything we do, and that's what keeps us working hard to create pioneering products that have a positive impact on your well-being, promoting self-confidence. Our approach is a bold one: we don't just improve existing designs; we tear them down completely and restart from the ground up. This creative destruction is at the heart of what we do and is reflected in our unique product designs.