

FOREO

For Immediate Release

FOREO Launches the ISSA™ mini, Designed to Care for the Future of Smiles.

Stockholm, August 2014: Swedish brand, [FOREO](#), has announced the global launch of the [ISSA™ mini](#), a revolutionary toothbrush designed to make you smile. Following the outstanding success of their [LUNA™](#) range of premium skincare devices, FOREO's new ISSA™ mini, with its bold design and colors is set to completely change the way tweens, teens and all those in between clean their teeth, turning a daily task into a bold lifestyle statement.

The ISSA™ mini created for younger mouths aims to make brushing a breeze and marks a departure from the norm by utilizing high-intensity pulsations channeled through soft silicone bristles. Smile Helpers 'Glee' ☺ and 'Glum' ☹ are a unique design feature which aim to instill good brushing habits, users will see a smiley face light up when they have brushed for 2 minutes, or a sad face when they stop too soon or haven't brushed twice that day. The nonporous silicone is also easy to clean and resists the bacteria buildup that occurs with standard nylon bristles. With its vibrant and fun designs, the ISSA™ mini will encourage young adults to keep a consistent routine, while offering a truly unique brushing experience, leaving the user with whiter, brighter teeth and a healthier mouth.

"We developed the ISSA™ mini with the modern day young adult in mind, we wanted to get them excited about their dental care routine, to turn a daily task into a vibrant, fun experience," says Paul Peros, CEO of FOREO. "The concept of the ISSA™ mini is about offering a brand new way to clean teeth that feels completely unique compared to anything else on the market."

With just 2 minutes of use morning and night, the ISSA™ mini toothbrush aims to revolutionise daily dental care for young adults with the following innovative features:

- **Extra gentle, nonabrasive, soft silicone bristles** offer a gentler, more comfortable brushing experience, the silicone bristles create micro-sweeps that break up and remove 35% of plaque buildup while effectively removing stains, and preventing cavities
- **Delivers a gingival massage** which can help thicken gum tissue, making them more resistant to bacterial infection.
- **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 flexibility in the ergonomic brush head** adapts to any tooth surface reaching every crevice and cleaning the whole mouth including biofilm found in the soft of the gums, tongue and inner cheeks
- **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 200 uses** per full charge

FOREO's ISSA™ mini is available in Wild Strawberry, Enchanted Violet, Mango Tango and Summer Sky. For more information visit www.foreo.com/products/issa-mini



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ABOUT FOREO

Sweden-based FOREO aims to empower you to create the world in your own image. The belief that you are unique 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. 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. Discover more at www.foreo.com