

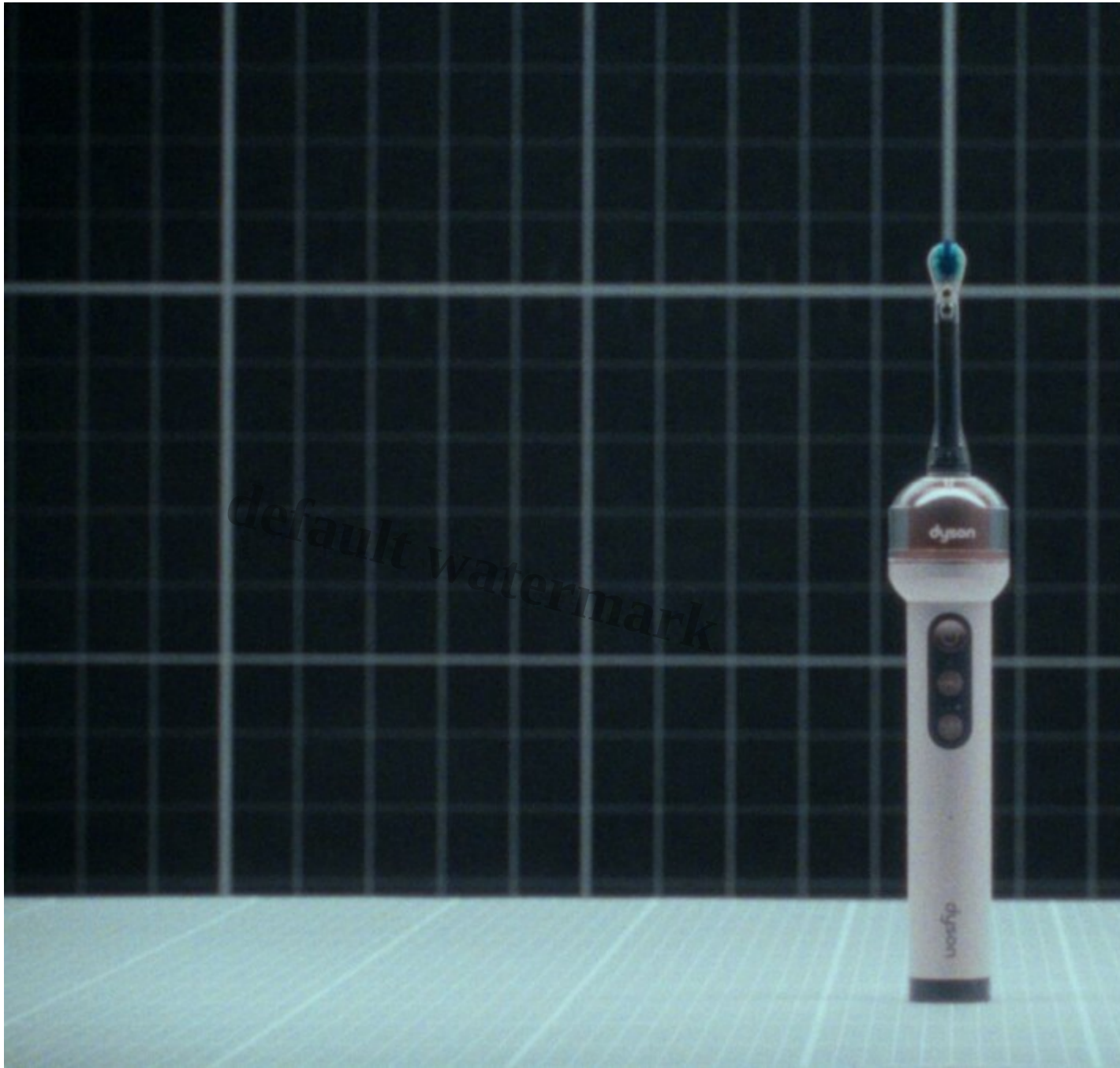


Dyson lists CameraJet toothbrush at S\$699 in Singapore

Description

The CameraJet electric toothbrush is on sale in Singapore at S\$699, with a 100,000-pixel camera in the handle and a conical mouth-rinse jet.

Ceramic ultra blue and Ceramic pink are S\$699, with a two-year warranty on parts and labour. Dyson calls the system Gap Optical Targeting.



Dyson CameraJet studio photograph. Photo: Dyson.

What Dyson claims

The camera analyses 28 images a second, Dyson says, then fires a jet of rinse into the gaps it finds. The jet volume is up to 0.15ml, in as fast as a tenth of a second. The dual-bristle head is driven by a sonic motor that Dyson says oscillates 245 times a second.

Dyson says the CameraJet removes up to 72 per cent more plaque than “market leading” sonic electric toothbrushes in a laboratory brush-only test. A separate Dyson claim, versus a manual toothbrush, used 71 people for four weeks with Dyson toothpaste and mouth rinse. Dyson also claims 13 times more effective gum-health improvement versus a manual toothbrush when the CameraJet is

used with Dyson mouth rinse.

Dyson says the handle delivers 14 complete cleans on a single charge, or up to 10 days on one brushing session and one Brush and Auto-jet session a day in Gentle mode. RFID in the head is meant to flag a replacement. Dyson repeats the usual dental advice to change a brush head every three months.

Dyson says the jet shape was tested with NUS Faculty of Dentistry; there is no published clinical trial on Singapore patients.

Dyson's global headquarters is at St James Power Station in Singapore. Live viewing through the MyDyson app is optional and needs 2.4GHz Wi-Fi. Dyson says those images are not stored in the app or uploaded to the cloud, and that a white light shows when the camera is on.

What S\$699 includes

The in-box list is the toothbrush, dual-bristle heads, a refill dock in Steel violet, a transparent travel case, a USB-C to Pogo-pin cable, and Spearmint non-foaming toothpaste and low-foaming mouth rinse. Dyson also names Peppermint and Ginger mint as flavour-matched formulas. The kit listed with the CameraJet is Spearmint.

Three cleaning modes are listed: Auto-jet and Brush, Auto-jet only, and Brush only. Brushing intensity is Gentle, Variable or Deep clean. The handle is IPX7, which Dyson defines as immersion in water up to 1 metre for up to 30 minutes. Published dimensions are 273mm high, 44mm wide and 0.23kg.

S\$699 is a lot of money for a toothbrush. The published kit makes more sense if the buyer was already going to replace both a sonic brush and a water flosser, and will use the Dyson non-foaming paste. Dyson tells people with gum disease, ongoing dental treatment or braces to speak to a dental professional. Brush-only mode is the published path for braces, then manual jetting.



Dyson CameraJet in Ceramic pink, S\$699. Photo: Dyson.

Dyson names Singapore stores including VivoCity, Suntec City and Jewel Changi Airport. The Suntec shop is at #01-411/412 in the atrium, not in the COMEX halls that run from 3 to 6 September. VivoCity, Suntec and Jewel are listed 10am to 10pm daily.

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