



Product Profile

*Deep cleaning that's one step closer to the results of daily flossing.**



**Compared to a standard manual toothbrush and toothpaste.*

PHILIPS

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I. Introduction to IntelliClean System and Sonicare Crest Partnership

Sonicare Crest IntelliClean System is an oral care breakthrough that results from the alliance between Procter & Gamble and Philips Oral Healthcare (POHC), aiming to set a new gold standard of at-home oral care that also delivers an unmatched user experience. Through the system's integration of patented Sonicare technology and Crest's specially formulated liquid toothpaste, P&G and Philips Oral Healthcare aim:

- Strengthen the Sonicare and Crest brands
- Strengthen Sonicare and Crest's leadership positions in the respective super-premium electric toothbrush and toothpaste segments in the US
- Further differentiate the respective brands from competition through innovation

The success of this project will depend on the alliance's ability to:

- Quickly generate trial of base units
- Encourage high repeat/consumption rate of cartridges

To quickly capitalize on the potential for integration in the growing electric toothbrush (ETB) category, Philips and P&G have recognized the need to follow a partnership strategy that will focus on:

- Being first in the market to establish the "integrated" sub-category within the ETB category: This first mover advantage will be critical in driving innovation within the category and generating excitement around this integrated platform.
- Establishing an optimized range of IntelliClean System product offerings to maintain Sonicare's premium positioning in the ETB market.
- Driving success in the North American market and potentially expanding the integrated franchise to other regions.

II. Market Overview: Status Update

1. General Trends

The oral care market is in the middle of a fundamental shift in form, from manual to electric toothbrushes. This shift has accelerated in the last few years with the explosion of battery-operated electric toothbrushes (BTB), yet it appears to be leveling off with the observed decrease in BTB sales in 2003. One potential reason for this decrease is the existence of under-\$20 rechargeable toothbrushes (RTB) (like Oral-B Advance Power 900) in the market. Growth at this value segment of the

category will likely translate into significant growth in the mid (\$20-\$59) and premium-tiers (\$60+) as satisfied consumers potentially trade up. Though actual growth levels will depend on the speed of this transition, household penetration levels for the power toothbrush (PTB) category in the US are projected to increase from the current level of 46% to 50% by 2007. (Source: Synovate)

Packaged Facts, a consumer goods research company, states that oral care sales reached \$6.8 billion in 2002, and will reach approximately \$8.5 billion by 2007, in the US. In this total oral care market, Packaged Facts estimates that during 2002-2007, retail sales of toothbrushes, electric dental appliances, and floss will reach close to \$2.2 billion. The fastest growing segment in this sub-category will continue to be the PTB segment, providing Sonicare with more opportunity for growth.



Toothbrushes/Electric Appliances/Floss Sales

Year	\$ (in Millions)
2007	\$ 2,200
2002	\$ 1,679
2001	\$ 1,647
2000	\$ 1,535
1999	\$ 1,432
1998	\$ 1,341

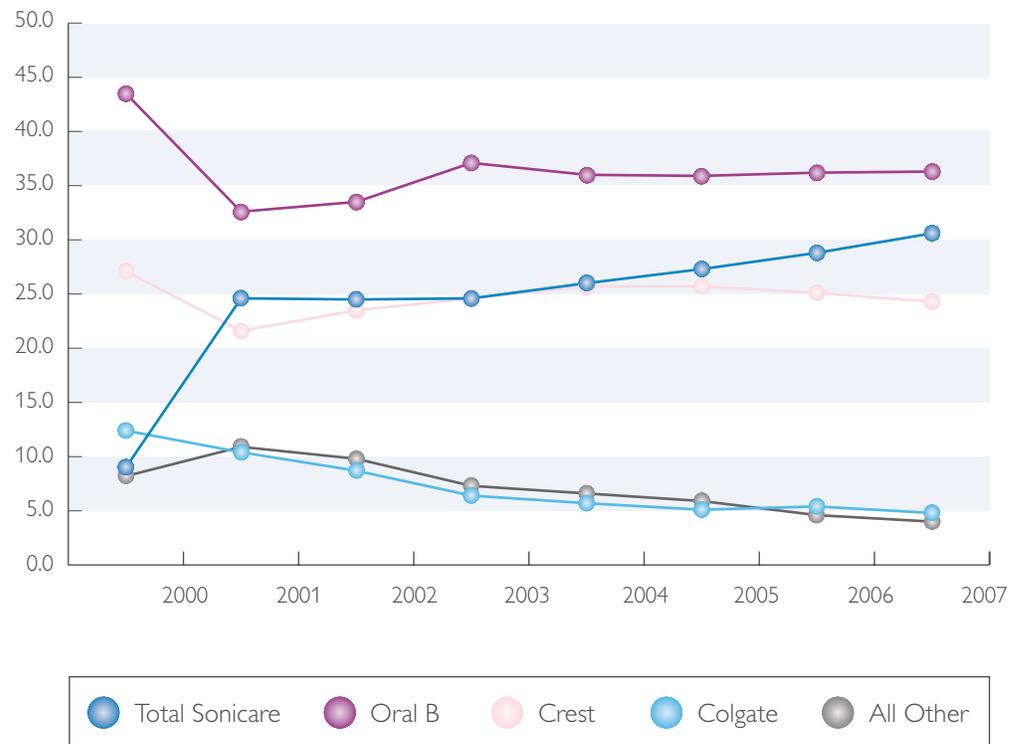
Source: Package Facts.

Many key players in this market have introduced new products to the market, trying to gain a larger piece of this growing pie.

The past three years in the PTB category did not show major changes in the shares of players in the market. For the near future, Sonicare will continue its efforts to introduce new products. With the launch of the IntelliClean System, Sonicare and Crest will bring to the oral care market a major innovation in 2004/2005 to drive consumer and dental professional excitement and growth within the market place.

Looking specifically at the total PTB category from 2000 to 2007, Sonicare continues to grow, while Oral-B follows a consistent trend (see chart below). As for the rechargeable category, Sonicare continues to be the dollar share leader, but needs new innovations to drive growth and maintain this leadership position. The IntelliClean System, combined with future launch plans, will drive this growth.

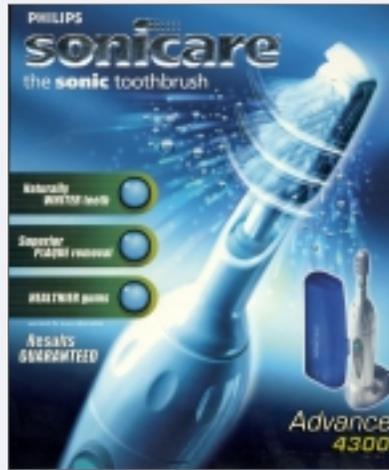
Total Power Toothbrush Category \$ Share (Handles and Refills) 2000-2007



Source: IRI

2. Competition

Over the last few years few major innovations have been brought to market, thus driving a heated battle for market share among the top competitors with existing product lines and mostly incremental innovations.



In these past years, Oral-B, instead of launching an innovative product line, introduced a “face-lift” to its existing product line under the name “Professional Care” and supported it with considerable levels of marketing spending. Another way Oral-B attempted to gain share from competition, primarily from Sonicare, was a packaging restage in 2003. The new packaging design, including the numbering system for individual models, copied to a great extent the design and numbering system of Sonicare, therefore creating confusion and blurring differentiation on the shelf.

Market intelligence sources suggest that Oral-B is planning to introduce a new

innovative product in 2005 that will include a sonic, sweeping motion, unlike its historical core technology of rotating/oscillating power brushes. If it occurs, the launch of such a product will aim at undermining the core proposition of the Sonicare line. The launch of IntelliClean System, therefore, will help maintain Sonicare's premium and innovative leadership positioning in the marketplace, by further differentiating the offer from Oral-B's.

In the realm of low to mid-level BTB and RTB categories, Oral-B is expected to gain share from Crest due to strong BTB sales, in particular the CrossAction Power brush. Crest is also expected to increase its sales with a RTB launch in 2004, that will be positioned in the under-\$20 category. This will provide Crest with an excellent opportunity to trade up its Spinbrush installed base to this rechargeable Crest brush.

It must also be noted that similar to the experience in the BTB category, the IntelliClean System might also be copied in both the BTB and the RTB segments by the leading players in the category (e.g., Colgate and Oral-B).

However, with this cycle of product line extensions and launches in today's lower end segment, the oral category is now ripe for a major premium innovation that can ignite consumer and professional interest and deliver new and different consumer benefits and drive growth in the category.

3. Consumer

The oral care category has a long history of products that over claim and under deliver. As a result, consumers approach any new product/claim with a high level of skepticism, and place a high level of importance on the “reason to believe” that supports a product’s benefit promise. Research on desired consumer oral care experience has identified clear gaps in expectations vs. results in two key areas: *Noticeable results and experience.*

Most consumers feel that brushing their teeth is something they ‘have to do’, not ‘want to do’. Most others are not delighted about their current oral care experience as evidenced by the lack of compliance with the recommended regimen (e.g. average brushing time of less than a minute compared to dentists’ recommendation of two minutes per brushing session and infrequent flossing).

Additionally, many consumers are unfulfilled with the results of their current oral care routine. These individuals are proactively seeking the next oral care innovation that can bring them closer to “perfect” oral care and truly deliver results.

Top consumer needs and how they feel about these needs are listed below:

- **Flossing:**

- I sometimes feel guilty about not flossing.
- Flossing is a hassle.

- **Appearance and Health Consciousness**

- I want to look and feel my best, that’s why I’m always looking for the best in oral care.

- **Superior Performance**

- Cleaning deep between teeth is what I look for when choosing a new toothbrush.
- Removing plaque in hard to reach areas is what I look for when choosing a new toothbrush.

- **Experience**

- Ease of use is what I look for when choosing a new toothbrush.
- A smooth, slick feeling in my mouth is what I look for when choosing a new toothbrush.
- Gentleness on teeth and gums is what I look for when choosing a new toothbrush.

Source: GfK 2003 Profiling Study and Vantis 2004

Therefore, these key needs in the category provide us with a great opportunity to delight consumers with noticeable results and a better usage experience with the IntelliClean System.

III. The IntelliClean System Proposition

1. Product/Marketing Concept

*Deep cleaning that's one step closer to the results of daily flossing.**

Brought to you by two leading oral care brands, Sonicare and Crest, the IntelliClean System is a new way of brushing your teeth. It is the first integrated sonic toothbrush and liquid toothpaste dispensing system that brings you one step closer to the results of daily flossing.*



1 + 1 = 3



At the push of a button, the specially formulated Crest liquid toothpaste is pumped through the brush head, before and during brushing. Unlike conventional rotary brushes and pastes, the IntelliClean System's high-speed bristle motion delivers rich, evenly-foaming liquid toothpaste deep between the teeth and along the gum line, to create a dynamic fluid cleaning action.

The Sonicare Crest IntelliClean System is a truly powerful combination which provides a deep cleaning that's one step closer to daily flossing.*

**Compared to a standard manual toothbrush and toothpaste.*

a. Brand Equities

The Sonicare logo features the word "sonicare" in a bold, blue, sans-serif font. Above the letter "i" is a small icon consisting of a grid of dots.The Crest logo features the word "Crest" in a bold, blue, sans-serif font. The letter "C" is significantly larger and colored red, while the rest of the word is blue.

Positioning Statement/Brand vision:

Sonicare is the premium oral care experience that goes beyond your expectations. It delivers real results you can see and feel.

Crest leads the way in the pursuit of perfect oral health so that all people can have a healthy, beautiful smile for life.

Brand Values/Strategic Equities:

- Its patented Sonicare technology delivers dynamic fluid cleaning action
 - Create demand through key professional influencers
 - Build credibility and passion with consumers, professional influencers, and retailers
 - Premium, real and innovative
- Professional-level results at home
 - Most trusted by dental authorities
 - Advancing noticeable improvements in oral health and appearance
 - Designed to meet your changing needs throughout life



Sonicare & Crest Equities:

- Leading consumers closer to perfect oral health
- Setting a new standard in oral care through technological innovation
- providing consumer noticeable benefits (Better cleaning results and unmatched brushing experience)
- Professionally trusted and recommended
- Premium positioning



b. Consumer Positioning and Target

Key Benefit

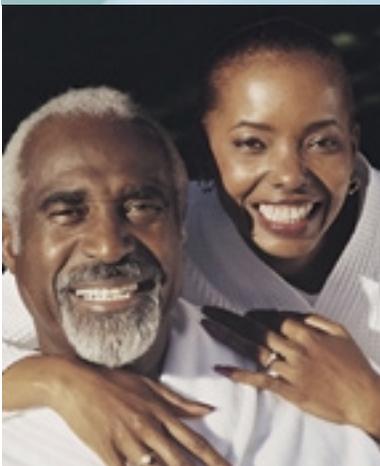
*Deep cleaning that's one step closer to daily flossing**

Reasons to Believe

- **A Uniquely Integrated System:** Sonicare's high-speed bristle motion liquifies the specially formulated Crest liquid toothpaste and delivers it deep between the teeth and along the gum line.
- **Delivers Superior Results:** The IntelliClean System has been proven to remove significantly more plaque between teeth and along the gum line. When extra Crest liquid toothpaste is targeted at hard-to-reach areas, it leads to better cleaning effects in those areas.

Strategic Target

- Age: 25-54
- Household Income: \$50,000+
- Education: Some college and above
- Oral care enthusiasts (buy/use multiple products, believe flossing is important, seek advice from DPs and visit DPs regularly[at least once yearly])
- Women more likely to make the purchase decision (67%), but usage is split 50/50 Male/Female
- Target audience uses both manual toothbrushes and ETBs
- Health and appearance-minded—take “planful” preventative care
- Confident and socially active
- More committed to taking care of their teeth and gums

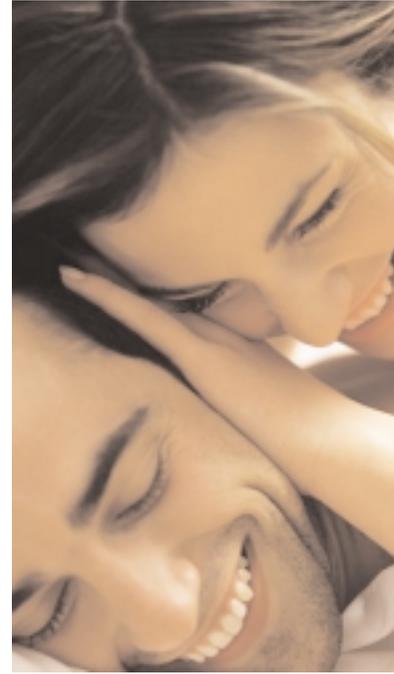


**Compared to a standard manual toothbrush and toothpaste.*

Prime Prospects

"Dissatisfied, less-compliant flossers" (MTB user)

- Similar demographics–
 - Age: 25-54
 - Household Income: \$50,000+
 - Education: Some college & above
- Not content with current toothbrush and see a need for a change
- Agree flossing is important, BUT don't floss as often as they should, flossing not part of daily routine, less time to floss, feel guilty about not flossing, or see flossing as a hassle
- More skeptical of ETBs; perceived as gimmicky, many have tried ETBs in the past and were unhappy with results
- More likely to have experienced dental problems in the past and want to avoid them in the future
- Like trying new products, but less driven by technology/features





c. Professional Positioning and Target

Key Benefit

*Deep cleaning that's one step closer to the results of daily flossing**

Reasons to Believe

- **Proven More Effective at the Gum Line:** An extra dose of Crest liquid toothpaste during brushing has been proven to significantly reduce more bacteria at the gum line.
- **Patient Motivation:** Motivates patients to outstanding brushing compliance, delivering even better compliance results than the Sonicare Elite.
- **Proven Results:** Removes significantly more plaque between teeth and along the gum line than a manual toothbrush alone.*
- **The Professional Formulation Toothpaste:** In addition to the base-formulation toothpastes, this professional formulation with a powerful, FDA-recognized anti-bacterial agent, stannous fluoride, is offered only through dental offices to address patients with gingivitis and gingival bleeding problems.

Strategic Target

All Dental Professionals (in the following order):

- Periodontists – They are the opinion leaders for dentists, but likely to be more interested in Professional Formulation toothpaste.
- Dental Hygienists – They are lead recommenders, hygiene focused and compliance driven.
- Dentists (General Practitioners) – This is a large and important group. Dentists are likely gatekeepers.
- Orthodontists – They work with motivated patients.

**Compared to a standard manual toothbrush and toothpaste.*

Prime Prospects

- Sonicare dispensers
- Sonicare recommenders
- Top tier Crest dispensers

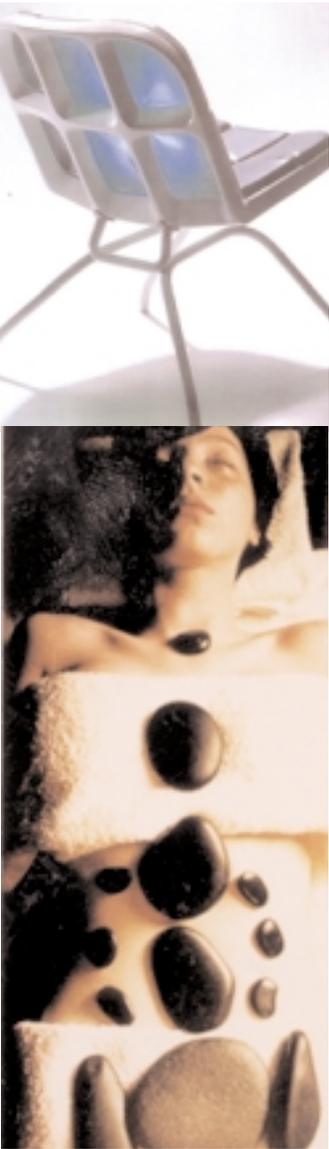
Patient Profile for the IntelliClean System

IntelliClean System with Base Liquid Toothpaste

- Applicable to all patients, in particular to the less brushing- and flossing-compliant patients.

IntelliClean System with Professional Formulation Liquid Toothpaste

- An oral care treatment for patients suffering from gingivitis.



2. Design/Features Overview

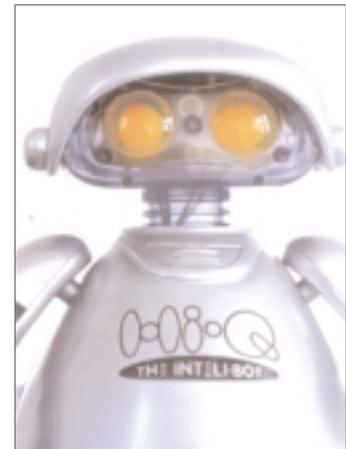
a. Design Overview

Driven by a passion to provide the most rewarding oral care experience possible and a desire to help people significantly improve on their oral health, POHC develops breakthrough innovations that inspire confidence—enabling and empowering the way to a healthier mouth and a radiant smile.

POHC embraces a holistic and proactive attitude that reveals an imaginative, sensorial use of technology and is driven by the passion for innovation, dedication to pursue perfect oral health, and the desire to nurture human inspiration. This combination delivers real results that consumers and dental professionals alike can see, while providing consumers with a unique product experience that surpasses their expectations. In order to do so, POHC deepens its relationship with consumers and dental professionals and acts as a partner by thoroughly understanding their wants and needs.

Aesthetic and Socio-Cultural Trends

This understanding extends itself to the careful analysis of aesthetic and socio-cultural trends. Philips Design observes these developments to identify common themes evident in different areas. Some of the most evident themes that apply to oral care in the context of health and well-being are Hi-Q (High Intelligence) and Balance. Hi-Q represents a mood of enhanced beauty of technology. It embodies intuitive and more human interaction with technology as well as personification. Balance represents a mood of harmony and rest, expressed by sophistication with a natural quality and inspired tactility.



The Design of the IntelliClean System

These trends have been the starting point in the design phase of the IntelliClean System. The final result now represents a concept of integration and interaction in the oral care category:

The design language captures the more emotional experience by including more organic expressions.

The color range is radiant, clean and fresh yet conveying premium sophistication. The system embodies the high-tech sensorial experience by using clean, cool and vibrant blues.



b. Features Overview

Please see product line-up chart on page 20 for applicable models for each feature.

NEW!

Integrated Oral Care System

Revolutionary combination of the patented Sonicare technology and high-speed bristle motion and Crest's specially formulated liquid toothpaste.

NEW!

Specially Formulated Crest Liquid Toothpaste

Patented anti-cavity liquid toothpaste, specially formulated to work with the system's cleaning action.

NEW!

Liquid Toothpaste Dispensing System

The push of a button delivers Crest liquid toothpaste before and during brushing for targeted cleaning.

NEW!

Brushing Performance Regulator

The IntelliClean System has a unique new feature that helps maintain consistent brushing power during use.

Patented Sonicare Technology

Creates high-speed bristle motion and dynamic fluid cleaning action.

Easy-Start/Brushing Power Ramp-Up

Brushing power increases over first 14 uses while you get acquainted with your Sonicare.

Smartimer

2-minute timer encourages thorough brushing.

Standard/Programmable Quadpacer

30-second interval timer encourages thorough brushing of each quadrant of your mouth. Optional 30 seconds of extended brushing to focus on problematic areas.

Dual Speed Control

The Dual Speed Control feature allows you to choose between 2 speed settings:

- Normal speed for optimum brushing performance.
- Reduced speed when you want an even more gentle cleaning action.

Charging Indicator

Alerts you when to recharge your IntelliClean System.

Recharge Level Indicator

Shows three levels of battery charge status.

Ergonomic Handle

Ergonomically designed handle improves maneuverability and comfort.

3. Range Composition

Starter Kits Product Features	8300 Retail	8500 Retail Plus	8600 Retail Club	8800 Pro Trial	8800 Pro Dispense
Cover color	Deep blue	Crisp blue	Crisp blue	Crisp blue	Crisp blue
Textured, ergonomic handle	•	•	•	•	•
Easy Start	•	•	•	•	•
Smartimer	•	•	•	•	•
Standard Quadpacer (4x30)	•	•	•	•	•
Charging Indicator	•	•	•	•	•
Dual Speed Control		•	•	•	•
Recharge Level Indicator		•	•	•	•
Programmable QP (off, 4x30, 5x30)		•	•	•	•
Contents					
No. of brush heads	1	1	2	1	2
No. of brush head holders	1	1	2	1	1
Contoured soft travel case	•	•	•	•	•
Educational CD-ROM				•	•
IntelliClean Liquid Toothpaste cartridges	2	2	2	2	4
IntelliClean+ Whitening Liquid Toothpaste cartridges	1	1	2	1	2

Refill Brush Heads and Cartridges

Single BH Refill Pack

Double BH Refill Pack*

Liquid Toothpaste Cartridge Refill Pack (6 pack)

**availability to be confirmed*

4. Pricing and Distribution Plans

a. Pricing

To be able to deliver on the concept of good/better/different among the Sonicare lines of Advance/Elite/IntelliClean System, premium pricing of the IntelliClean System line proves to be the preferred strategy, as demonstrated by the Vantis 2004 study (Premium pricing of IntelliClean System versus Elite that demonstrated a preferred strategy was shown by a difference of \$10 between 8300 & 7300, and between 8500 & 7500).

Suggested Going and MAP Prices:

Starter Kits	Going Price	MAP Pricing
8300	\$119.99	\$109.99
8500	\$139.99	\$129.99
8600	\$119.99	\$109.99
8800 Pro Trial	\$ 39.99	N/A
8800 Pro Dispensing	\$119.99	N/A
Brush Heads		
Single Pack	\$16.99	\$14.99
Double Pack*	\$26.99	\$21.99

*availability to be confirmed

b. Distribution

2-SKU Line-Up

It's anticipated that we look at a 2-SKU line-up with 8300 being the primary SKU with high penetration among core retailers. The 8500 adds value to the line, but its true strength lies in the ability to leverage it as a channel management tool to differentiate product offerings amongst various retailers.

- The 2-SKU line-up is further supported by the Vantis 2004 as observed in the purchase intent ratings where we see "above average*" (top 20 percentile) purchase intent for both the 8300 and the 8500 SKUs as compared to a database of 175 similarly priced products.

* Products that score in "Above Average" (top 20 percentile) have mass appeal and are likely to succeed based on Vantis database calibrations.

- Importantly, if the Onyx 8500 is removed from the line (Vantis estimate), 64% of the sales that would have been attributed to the 8500 would be lost while 15% of consumers would trade down to the 8300 and 21% of consumers would trade down to Elite 7500.

Channels

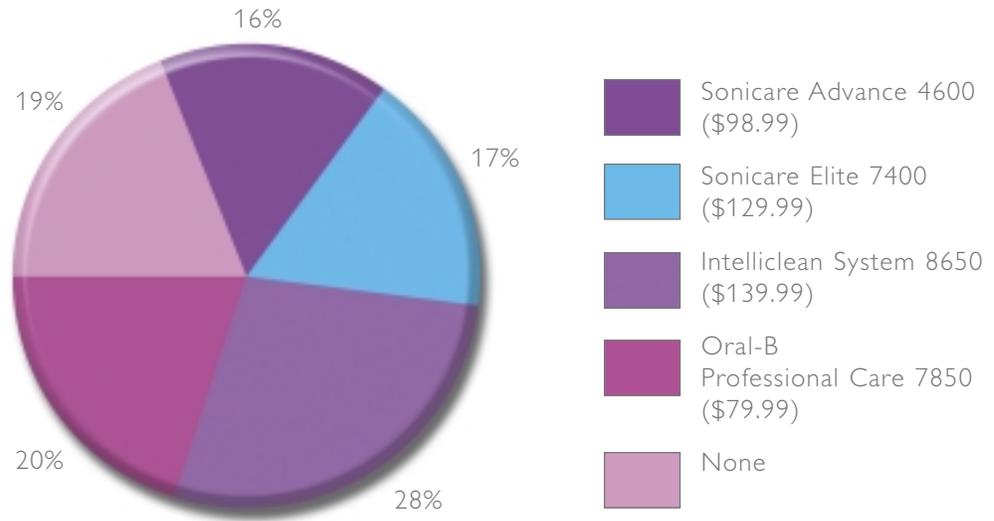
Being a mass-market product, we plan to pursue all current channels available to Sonicare: mass, drug, club, specialty/department store and dental professional offices to ensure we meet the channels consumers anticipate purchasing through.

- The mass merchants, drugstores and club stores look to play an important role as nearly 65% of consumers anticipate to purchase the IntelliClean System in these channels.

Anticipated Place of Purchase by Channel	IntelliClean System %
Mass Merchant	25
Club	23
Drug	17
Department Store	13
Dental Office	9
Electrical or Appliance Store	5
Groceries	4

Source: Vantis 2004

- Viability of the club channel for the IntelliClean System appears strong, based on Vantis 2004 data that stated that when offered a three-tiered line-up, the IntelliClean System is the most preferred SKU among club shoppers even at a premium price position (see graph below).



Source: Vantis 2004

5. Substantiation for the Sonicare Crest IntelliClean System Proposition

The following sets of consumer and professional market research data are results of a validation process that included the understanding of the consumers' purchase cycle and the dental professional recommendation cycle.

a. Consumer Data

Very Strong Consumer Interest in the IntelliClean System

In two separate quantitative Vantis studies that were conducted in 2003 and 2004, the results demonstrated high levels of interest in the product, with top box purchase intent in the top 20 percentile. The following graph from the Vantis 2004 study depicts that among the general population, the IntelliClean System performs above average on main attributes compared to 175 products with a repeat purchase component and that are priced similarly in the Vantis database. It should also be noted that in this study (Vantis 2004), the IntelliClean System was shown to outperform Elite in many attributes.

Vantis Key Measure	Bottom 20 Percentile	Below Average	Average	Above Average	Top 20 Percentile
Purchase Intent (Top Box %)					8300: 19% 8500: 20%
Purchase Intent (Top Two box %)				8300: 46% 8500: 46%	
Intensity of Liking (Mean 6-Point Scale)				8300: 4.3 8500: 4.3	
Price/Value (Mean 5-Point Scale)		8300: 3.1 8500: 3.1			
Uniqueness (Mean 5-Point Scale)				8300: 3.7 8500: 3.8	
Need Fulfillment (Top Two Box %)				8300: 66% 8500: 66%	
Believability (Top Box %)			8300: 43% 8500: 45%		

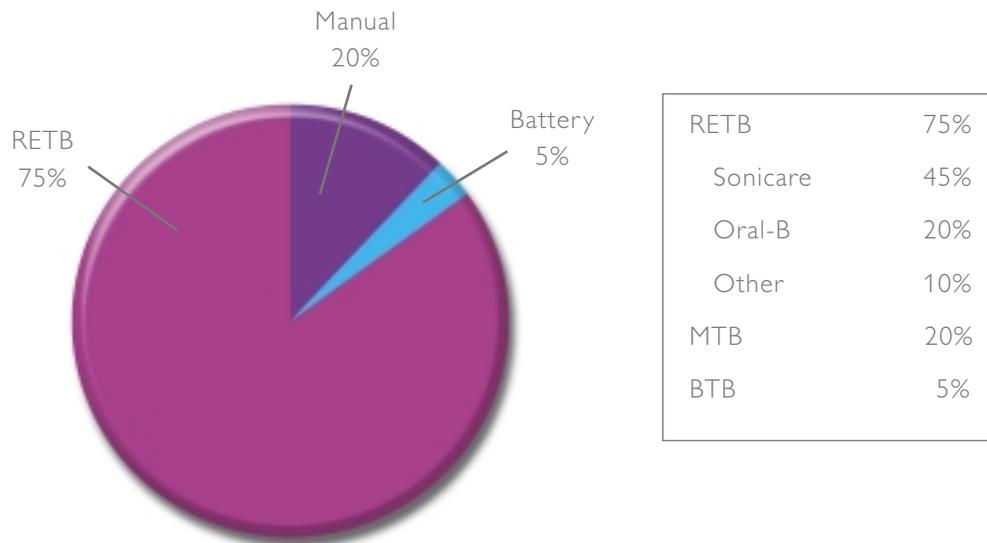
Important to note is that products that score in "Above Average" or "Top 20 Percentile" have mass appeal and are likely to succeed based on Vantis database calibrations.

In addition, in the Vantis 2004 study the results showed that:

- Current Sonicare owners ranked the IntelliClean System in the top 20 percentile in almost all categories and demonstrated high-level purchase intent.
- With the introduction of the IntelliClean System, nearly 25% of previous ETB category rejectors became interested in purchasing an ETB.
- The dental professional recommendation is important to driving purchase intent: The DP recommendation will drive nearly half of original concept rejectors to become interested in IntelliClean System 8500 and nearly one third to become interested in the 8300. It was demonstrated that the DP recommendation substantially increases purchase intent among Sonicare and ETB users for 8300 (23% and 15% respectively).

Major Source of Volume: Current RTB Users

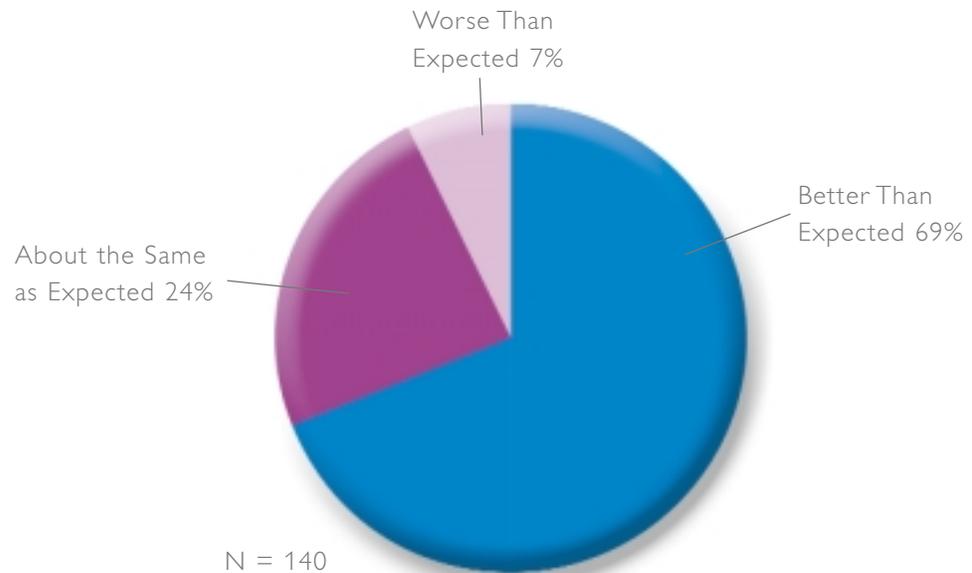
The Vantis 2004 study also depicted that the majority of the IntelliClean System volume will come from those consumers who currently use a rechargeable toothbrush, with additional volume coming from manual toothbrush users.



Based on this data, approximately 50% ($\pm 10\%$) cannibalization among the Sonicare line is anticipated (Vantis 2003 and 2004 estimation).

IntelliClean System Exceeds Expectations of Consumers – Post Use

In the Vantis 2003 study, 69% of consumers stated that the IntelliClean System exceeded their expectations and cleaned more effectively and thoroughly than anticipated, based on a 28-day usage cycle. In addition, 87% of these consumers stated that they would recommend IntelliClean System to their friends/family.



Why Better Than Expected (N=97) (N = Stated better than expected)

- Cleaned better than current toothbrush (24%)
- Mouth/teeth felt cleaner than expected (15%)
- Effective/worked well (12%)
- Made teeth whiter (11%)
- Liked the way it cleaned (10%)
- Didn't know how it would work/ never tried anything like it (7%)
- Fulfilled the product claims (7%)

Why the Same As Expected (N=34) (N = Stated about the same as expected)

- Performed as expected/ met product claims (33%)
- Familiar with ETB's so had a certain expectation (27%)
- Effective/worked well (27%)

Exceptional In-Use Experience (Flavor Research Results)

In a flavor research conducted in 2003, consumers were asked to use the IntelliClean System for four weeks to measure the system experience vs. Elite + Aquafresh toothpaste, which is known as the gold standard in the toothpaste industry for flavor experience.

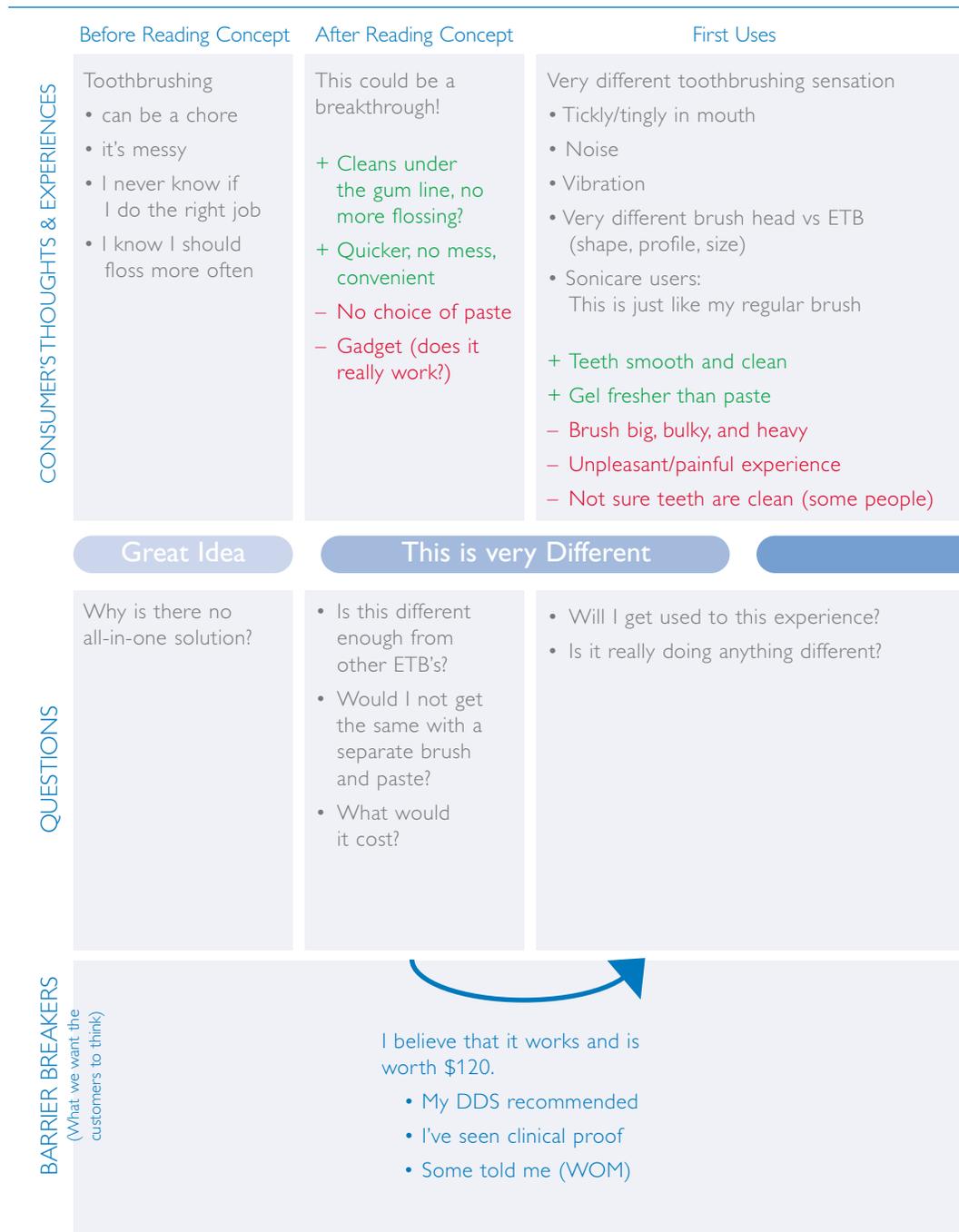
The results of this study showed that:

- The IntelliClean System rated significantly higher than Elite + Aquafresh in overall experience
- The Crest Liquid Toothpaste rated significantly higher than Aquafresh in terms of most standard paste attributes like freshness, long-lasting effect, taste, foaming, and rinsing.

The IntelliClean System Consumer Adoption Cycle

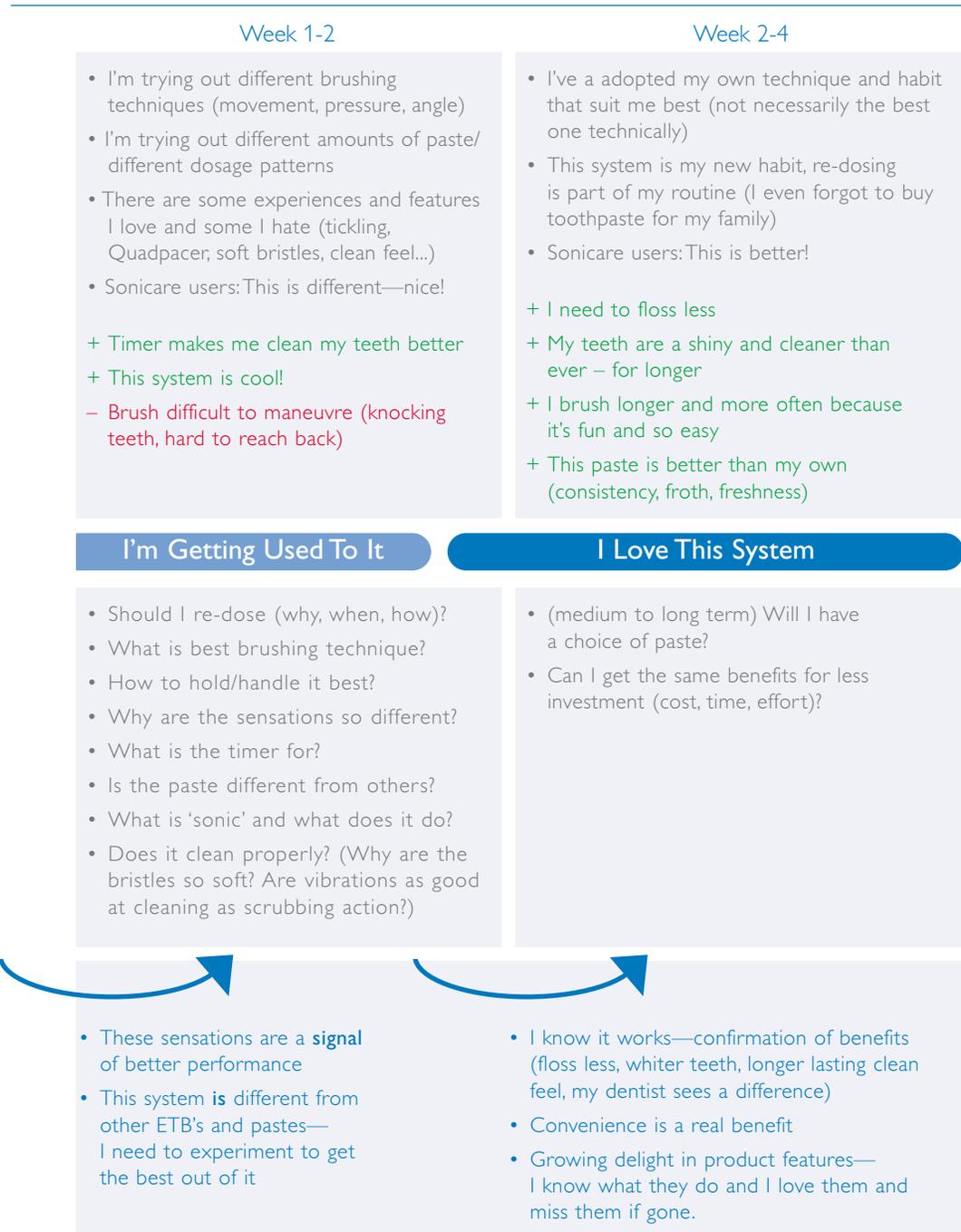
The following chart details the IntelliClean System Adoption Model as articulated by consumers and developed based on the Extended Use Study that was conducted in May 2002.

IntelliClean Adoption Model: “The longer I use it, the more I like it!”



The study depicts that the consumers acclimate to the IntelliClean System over a 2-4 week period. During this time, they become aware of the system benefits and gain excitement for the product.

After four weeks, these consumers state that they truly love the system, and believe that it works differently and provides an unmatched in-use experience.



b. Professional Data

Solid Dental Professional Acceptance of the IntelliClean System:

A study conducted by Bases in 2004 among a representative sample of general dentists, periodontists, and dental hygienists showed that there was considerable interest in the IntelliClean System overall.

Key to the strength of the IntelliClean System platform was the inclusion of the professional formulation toothpaste (with stannous fluoride) within the offering to drive significantly higher levels of recommendation intent. With this in mind, IntelliClean System platform will leverage the professional formulation toothpaste to address the needs of patients with special needs.

The results of the study demonstrated that:

1. Inclusion of the pro gel drives significant increase in professional recommendation intent.

The top 2 box recommendation intent among all dental professionals was significantly higher for IntelliClean System with Multi-Benefit + Professional Formula Toothpaste: 66% vs. Multi-Benefit Toothpaste alone (59%).

System with (Total Respondents)	Base Formulation Toothpaste			Base Formulation & Professional Formulation Toothpaste		
	D	P	H	D	P	H
Recommendation Intent %	(101)	(50)	(101)	(100)	(50)	(102)
Definitely / Probably Would Recommend	60	65	56	64	73	64
Definitely Would Recommend	23	22	20	28	29	20
Probably Would Recommend	37	43	36	36	44	44

Dentist - D Periodontist - P Hygienist - H

Previous rounds of research showed stronger recommendation intent by the hygienist group, when the product concept focused more on compliance versus the concept presented in this round of research.

Therefore, critical to gaining hygienist acceptance and recommendation intent is to appropriately segment IntelliClean System messaging to ensure that we differentiate through and deliver strongly against compliance.

2. The top 5 factors driving overall recommendation intent are:

- Cleaning efficacy
- Patients will see noticeable improvement in health
- Improves plaque removal
- Gentle on teeth and gums
- Clinical results

Professionals showing high levels of recommendation intent identified "improved patient compliance" and "a good alternative for patients who do not floss" as things they would like about the new product.

3. Limitations to favorable recommendation intent include concerns over substitution for flossing and skepticism over improved efficacy:

The most often mentioned dislike among those professionals not favorable to recommending was a perceived "suggestion that flossing is no longer necessary." Professionals without a favorable recommendation intent also were more likely to rate the IntelliClean System as "about the same as other electric toothbrushes."

With the IntelliClean System, we need to ensure that all communications aim to establish this as an augment to deeper cleaning in hard to reach areas, and not a floss replacement.

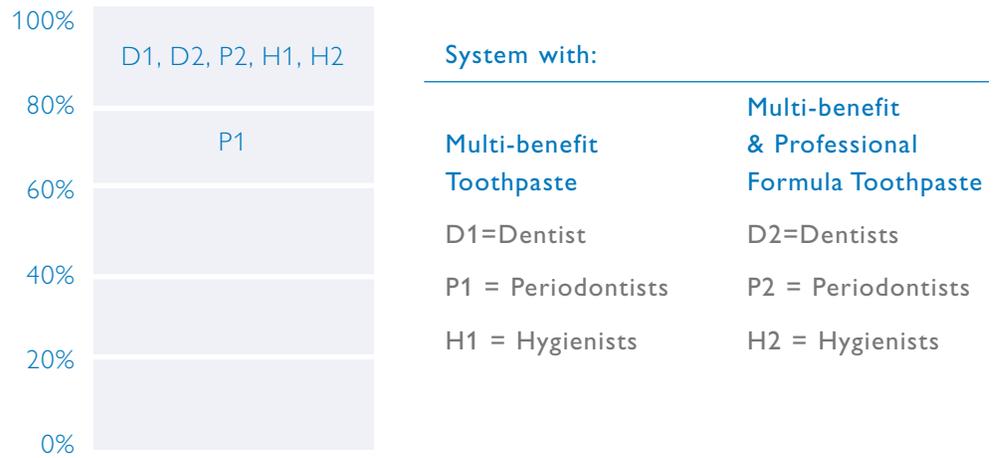
4. Inclusion of the professional formulation toothpaste within the system improved perception of superiority:

81% of professionals that stated favorable recommendation intent rated the system with Multi-Benefit + Professional Formula Toothpaste as superior (better than other ETBs) vs. 69% ranking the base system (with Multi-Benefit Toothpaste only) as superior.

Even professionals lacking favorable recommendation intent perceived the inclusion of the professional formula toothpaste as a mark of superiority vs. base platform (30% versus 23%).

5. Dental professionals overwhelmingly perceived IntelliClean System as new and different:

The IntelliClean concept's uniqueness rating among all dental professionals was in the top-20 quintile of Bases' professional database.



c. Preliminary Claims List

This claims language is **preliminary** until POHC/P&G Legal/Clinical publishes the Approved Claims List for internal usage.

Preliminary Claim Set

(for System with Base formulation toothpaste - excludes professional formulation toothpaste)

Efficacy Claims

1. The IntelliClean System provides plaque cleaning that is one step closer (to the results) of daily flossing.
 - Compared to a standard manual toothbrush and toothpaste
2. The IntelliClean System is the first integrated electric toothbrush and toothpaste system.
3. The IntelliClean System leads to improved oral health.
 - Compared to baseline or over four weeks
4. The IntelliClean System has been proven to remove significantly more plaque between teeth (and along the gum line).
 - Compared to a standard manual toothbrush and toothpaste
5. An extra dose of liquid toothpaste towards the end of brushing leads to better cleaning.
 - Compared to IntelliClean System without redosing liquid toothpaste while brushing
6. When an extra dose is targeted at hard-to-reach areas like at the back of the mouth, it leads to better cleaning (in those areas).
7. For targeted cleaning, you can give an extra dose of liquid toothpaste during brushing.
8. The IntelliClean System removes significantly more plaque overall.
 - Compared to a standard manual toothbrush and toothpaste

9. The IntelliClean System removes/reduces stains for naturally whiter teeth (in 28 days vs. baseline).
10. The IntelliClean System reduces gingivitis.
11. The IntelliClean System (brushing technology) is proven in laboratory studies to remove plaque bacteria 2-3 mm beyond the reach of the bristles. [Professional only]
12. The IntelliClean System liquid toothpaste fights/helps prevent cavities. (Whitening variant expected by April)
13. The IntelliClean System with liquid toothpaste promotes healthy gums (OR promotes gingival health).
14. The IntelliClean System whitening liquid toothpaste whitens teeth.
15. The IntelliClean System whitening liquid toothpaste removes stains (to whiten teeth).
16. The IntelliClean System whitening liquid toothpaste fights/helps prevent/reduces (the process of) tartar build-up at the gum line.
17. Dental professionals report a significantly greater improvement in the oral health between visits of patients using the IntelliClean System. [Professional only] (Available by July '05)
 - Compared to a standard manual toothbrush and toothpaste
18. Dental professionals report a significant improvement in the oral health between visits of patients using the IntelliClean System. [Professional only](Available by July '05)
19. The IntelliClean System (brushing technology) is shown/demonstrated in laboratory studies to remove/significantly reduce/disrupt plaque/plaque biofilm X times more than Oral-B 7000 Professional at 2 mm beyond the bristles. [Professional only] (Available by April)

Experience Claims

20. The Intelliclean System gives your teeth and gums a deeper, more thorough feeling of clean throughout the mouth (reference comparison TBD). (Available by Aug '04)
21. The IntelliClean System gives your teeth and gums a deep, thorough feeling of clean throughout the mouth.
22. At the push of a button while brushing, the IntelliClean System delivers a new dose of liquid toothpaste to give a burst of long-lasting flavor and freshness.
23. Redosing with the IntelliClean System gives more freshness while brushing. (Available by Aug '04)
 - Compared to IntelliClean System without redosing
24. Redosing with the IntelliClean System while brushing gives extra refreshment.
25. The liquid toothpaste is specially formulated to foam evenly (for two minutes) during brushing.
26. The IntelliClean System is gentle on teeth and gums.
27. The IntelliClean System liquid toothpaste leaves the mouth refreshed and feeling clean. (Available by Aug '04)
28. The IntelliClean System with liquid toothpaste leaves the mouth refreshed and feeling clean.
29. Sonicare technology is proven gentler on dentin than another leading power toothbrush. [Professional only] (Available by Aug '04)
 - * Assessing opportunity to leverage "four times gentler on dentin" claim vs. BOB 3D Excel.
30. X% of consumers and dental professionals who trialed the Intelliclean System for 28 days preferred its brushing experience. (reference comparison products TBD) (Available by Aug '04)

Technology Claims

31. The liquid toothpaste is formulated with a special consistency that allows the toothpaste to be liquefied rapidly by the system's high-speed bristle motion.
32. The liquid toothpaste is driven beyond the reach of the bristles, into hard-to-reach areas, like deep between teeth and along the gum line.
33. At the push of a button, the IntelliClean System delivers a new dose of liquid toothpaste.
34. The IntelliClean System bristle tips move three times faster than the other leading power toothbrush to create dynamic cleaning action.
35. The IntelliClean System's high-speed bristle motion liquefies the liquid toothpaste and produces micro cleaning bubbles, which can penetrate into hard-to-reach areas, like deep between teeth and along the gum line.
36. The IntelliClean System's patented high-speed bristle motion liquifies the specially formulated liquid cleaning toothpaste, creating a powerful dynamic fluid cleaning action.

Compliance claims

37. Patients using the IntelliClean System claim to be more compliant to the recommended brushing regimen of 2 minutes twice a day (than patients using Sonicare Elite and a standard toothpaste or than with their regular toothbrush and toothpaste).
38. Patients using the IntelliClean System brush (17 seconds or 16%) longer than those using Sonicare Elite and a standard toothpaste.
39. When using the Intelliclean System, patients claim to brush (on average 30 seconds) longer than with their regular toothbrush and toothpaste.

Miscellaneous Market Facts

40. Sonicare is the brand personally used (most recommended) by more US dental professionals than any other power toothbrush.
41. For optimum results, brush twice a day with the IntelliClean System, floss daily, and visit your dental professional regularly.

Additionally, clinical evidence is planned to substantiate the following statement only in “scientific exchange” (SX) with dental professionals, that is not in marketing communications:

- SX The IntelliClean System helps shrink periodontal pockets.
(Available by Spring '05)

Preliminary Claim Set (for professional formulation toothpaste)

Efficacy

42. This unique liquid toothpaste formulation contains a powerful antibacterial ingredient, stannous fluoride, to significantly reduce gingivitis and gingival bleeding (Comparison and timing TBD).
43. Delivers a noticeable improvement in your patients' gingival health.
44. Unlike sodium fluoride, Stannous Fluoride is proven not only to help prevent caries, but also is accepted by the US Food & Drug Administration to reduce gingivitis
45. The IntelliClean System with Professional Formulation Liqui-gel is clinically proven to significantly improve gingival health in less than X weeks.
46. Reduces sulcal bacteria by 73% (after single brushing)
- SX The Intelliclean System helps shrink periodontal pockets. [For scientific exchange only. Not permitted for marketing communications.]

Technology

47. Sonicare's dynamic fluid cleaning action drives the antibacterial stannous fluoride gel along the gingival margin and deep into the sulcus.

Stain

48. Use of the Professional Formulation Liqui-Gel may produce temporary surface staining of teeth. This is caused by the strong antibacterial action of stannous fluoride liquid toothpaste and is easily removed by routine professional cleaning.

IV. Introduction Planning

Two distinct, yet complementary marketing programs both aimed at maximizing trial will support the launch of IntelliClean System:

1. Consumer Marketing: to generate awareness and interest/buzz among consumers and to provide meaningful information/education through a holistic approach (e.g., PR, advertising, promotion, Internet, word-of-mouth, etc).

These campaigns will primarily aim to generate awareness among the target group, and recruit new users into the Sonicare franchise.

2. Professional Marketing: (including seeding) to encourage endorsement and recommendation of IntelliClean System by dental professionals to the largest possible patient population.

Recommendation intent/endorsement among dental professionals will have to be well established throughout the US before the start of mass advertising. To ensure that recommendation intent among dental professionals will be widely spread to help convert 'most likely' buyers, one of the key aspects of the go-to-market strategy is to carry out a professional seeding campaign before the consumer mass launch.

Details of consumer and professional marketing activities will be presented subsequent to this product profile, in the format of a marketing toolkit which will include launch support materials (like product/ambience photography, ad templates, etc.) that the regional office can utilize to create effective campaigns.

V. Key Launch Time-line

Product Development Deliverables

Go/No-Go Launch Authorization Decision	May 2004
Consolidation of Engineering Series	June 2004
Release for Production	July 2004
Release for Distribution	September 2004

New Business Introduction (NBIP) Deliverables

MarCom Toolkit Outline and Spec. Sheets Delivery	April 2004
Introduction Planning Sheet Delivery (Prof.& Retail Quantities) (RSO)	April 2004
Professional MarCom Toolkit Delivery	July 2004
Approved Claims List	July 2004
Commercial Samples Delivery	July 2004
Consumer MarCom Toolkit Delivery	August 2004
Introduction Planning Sheet Delivery (Refined Retail Quantities)(RSO)	August 2004
Consumer MarCom Delivery (Above-the-Line)	October 2004

RSO Deliverables

Consumer Sales Launch Meeting	May 18-19, 2004
Top 15 Account Meetings	June-August 2004
National Sales Meeting	August 29- September 1, 2004
P&G Professional Sales Team Training	September 2004
ADA Professional Launch	September 29- October 1, 2004
All Other Account Meetings	October 2004
AAP	November 12-13, 2004
Retail Launch	February 7, 2004

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