



SMARTBRUSH AI

PERSONALIZED ORAL HEALTH ASSISTANT

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SMARTBRUSH AI: PRODUCT FEATURES & CUSTOMER BENEFITS

SmartBrush AI is a smart oral-care toothbrush that helps users improve brushing quality through real-time guidance and personalized feedback.

Its sensors track pressure, coverage, and brushing time, sending instant results to the app so users can brush better with less effort.



More Effective Brushing

Real-time alerts improve brushing coverage and prevent excessive pressure



Gum Health & Disease Prevention

Helps users spot potential gum issues and maintain gum health with a brush and flossing system



Personalized Daily Coaching

App-based insights improve brush technique



Designed for Modern Adults (25-45)

Ideal for consumers who value convenience, technology, and proactive health management

Key Consumer Trends Driving Market Growth

Industry Overview

The global smart toothbrush market, valued at USD 686 million in 2024, is projected to triple by 2032, signalling explosive growth in AI-powered oral care devices

Canada's CAD 1.4 billion oral care market shows strong receptiveness to connected health devices, with major brands like Oral-B, Philips, and Colgate already validating consumer demand for smart toothbrushes

Key Trends

Health Tech Integration - Consumers want smart devices that use AI to track their health data and provide personalized coaching through mobile apps.

Preventive Health Focus - People are shifting from treating dental problems after they occur to preventing them through early detection and regular smart monitoring.

Convenience & All-in-One Solutions - Today's consumers demand time-saving oral care systems that combine multiple functions (brushing, flossing, monitoring) in one connected device.

Market Definition & Segmentation Analysis

Market Definition

Canadian Electric Toothbrush Market – all motorized toothbrushes sold through retail and online channels to Canadian consumers, including basic rotating models, sonic toothbrushes, and smart devices.

Market Segmentation

1. By Product Features

- Basic Electric Toothbrushes (45%): ~\$60.75M
 - Basic vibration/rotation only
 - Price range: CAD \$30-80
- Mid-Range Electric Toothbrushes (35%): ~\$47.25M
 - Pressure sensors, timers included
 - Price range: CAD \$80-150
- **Smart/Connected Toothbrushes (20%): ~\$27M**
 - **Bluetooth connectivity, app tracking, AI features**
 - **Price range: CAD \$150-300**
 - **SmartBrush AI targets this segment**

2. By Consumer Income

- **High Income (CAD \$100K+): 25% - ~\$33.75M**
 - **~3.4 million consumers**
- Middle Income (CAD \$50-100K): 45% - ~\$60.75M
 - ~6.1 million consumers
- Lower Income (<CAD \$50K): 30% - ~\$40.5M
 - ~4.1 million consumers

3. By Age Demographics

- **25-34 years: 30% - ~\$40.5M**
High tech adoption, prevention-focused
- **35-44 years: 25% - ~\$33.75M**
Family purchases, quality-driven
- 45-54 years: 20% - ~\$27M
Health-conscious, high purchasing power
- 55+ years: 15% - ~\$20.25M
Increasing oral health needs
- 18-24 years: 10% - ~\$13.5M
Budget-conscious, entry products

4. By Distribution Channel

- **Mass Retailers (40%): ~\$54M**
 - **Walmart, Shoppers Drug Mart**
- **E-commerce (35%): ~\$47.25M**
 - **Amazon, brand websites**
- Dental Offices (15%): ~\$20.25M
- Electronics Retailers (10%): ~\$13.5M
 - Best Buy, etc.

TARGET MARKET PROFILE

Health- and Tech-Conscious Professionals (Aged 25–45)

Target Persona:



Young Urban Professional

Health-Focused Lifestyle

Early Adopter of Smart Devices

Demographic

- Adults aged 25–45
- Income ≥ CAD 100K
- Mainly urban professionals (Toronto / Vancouver)
- Already familiar with electric toothbrushes

Psychographic

- Consumers who enjoy using smart devices and care about their daily health routines.
- Uses Apple Watch / Fitbit / smart health apps
- Values convenience and personalized wellness data
- Enjoys high-quality tech that's still reasonably priced

Behavioral

- Brushes twice daily
- Replaces toothbrush every 3–5 years
- Open to upgrading to AI-enabled health devices
- Often purchases products recommended online or by influencers

Motivations & Pain Points

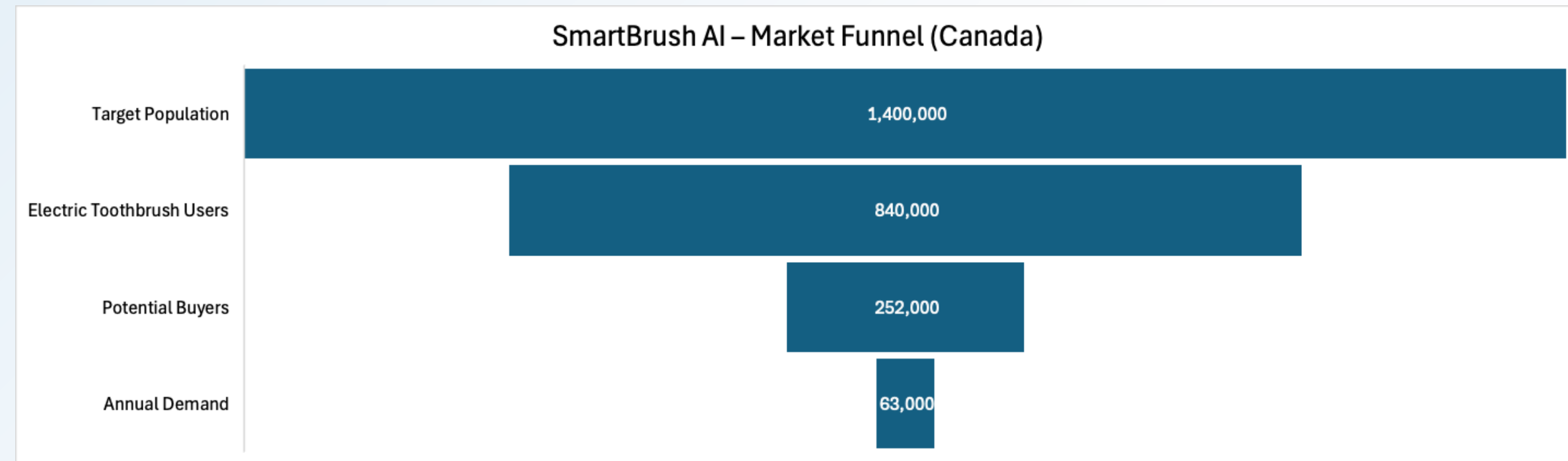
- Wants more effective brushing
- Wants data/feedback on gum health
- Unsure if brushing fully covers all areas
- Wants a smarter, guided morning routine

SmartBrush AI targets young, affluent professionals who value technology-driven wellness and premium oral care.

Estimated Annual Demand for SmartBrush AI in Canada

Demand Summary

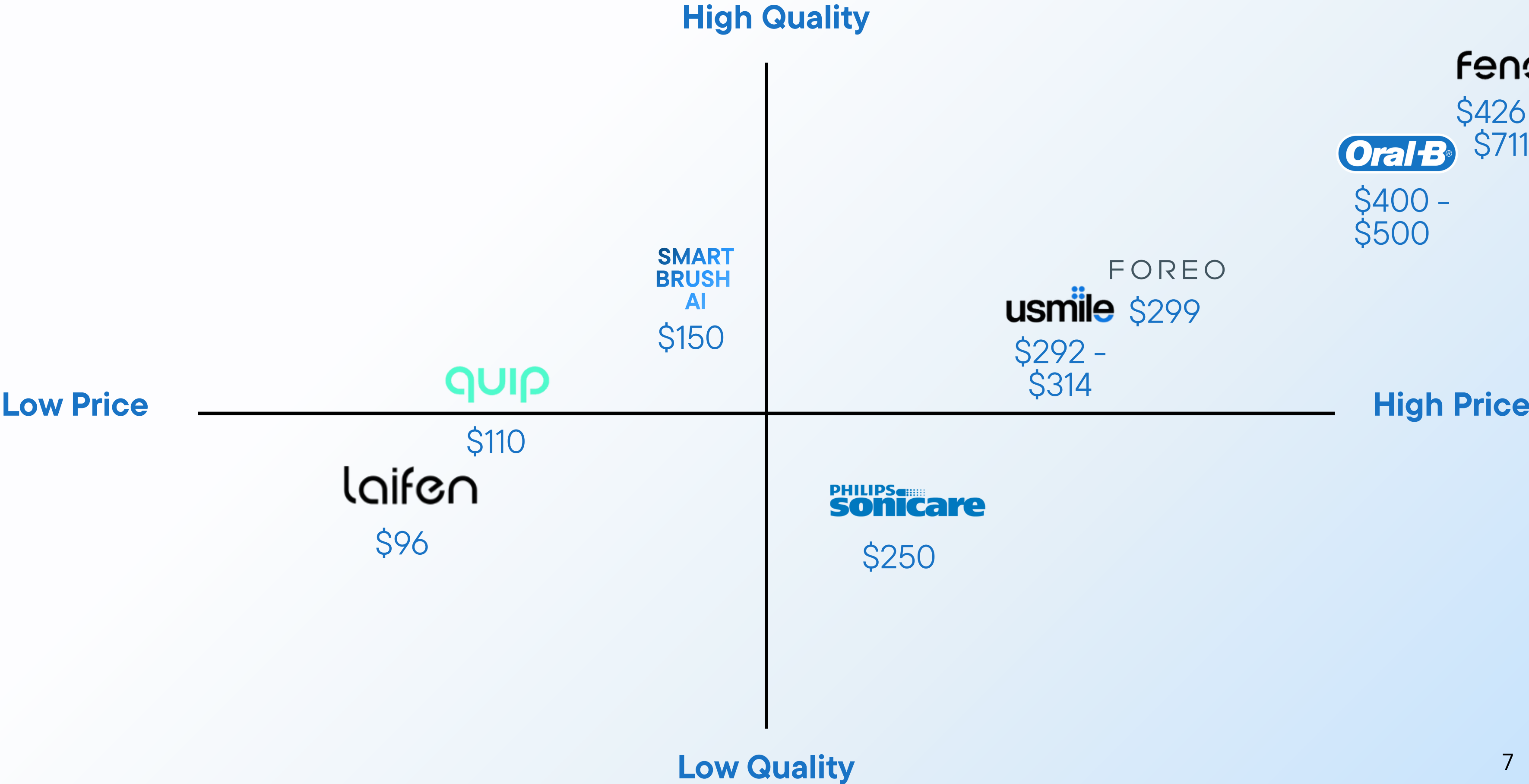
- Target population: **1,400,000**
- (Adults aged 25–45 earning \geq CAD 100K)
- Electric toothbrush users (60%): **840,000**
- Likely smart-brush adopters (30%): **252,000**
- Replacement cycle: 4 years
- Estimated annual demand: \approx **63,000** units/year
- Estimated annual revenue: \approx **CAD 9.4 million** ($63,000 \times \$150$)



“Detailed calculations provided in Appendix.”

SmartBrush AI represents a CAD 9–10 million annual opportunity within Canada’s premium oral-care segment. 6

COMPETITIVE POSITIONING MAP



KEY COMPETITORS

PRODUCT	PRODUCT FEATURES	PRODUCT BENEFITS	TARGET MARKET
<p>Laifen Wave Special Electric Toothbrush</p>	<ul style="list-style-type: none"> • 50 day battery life • Silicone Handle • 3 brushing modes • Laifen app integration • 1000 brushing combinations 	<ul style="list-style-type: none"> • Personalized brushing system • Sensitive teeth protection • Gum protection 	<ul style="list-style-type: none"> • Health conscious • Early majority adopters • mid to high income earners • 21 - 30 years old
<p>Quip Ultra™ Next Generation Smart Sonic Electric Toothbrush</p>	<ul style="list-style-type: none"> • Pressure sensor system • 10+ brushing intensities • 30 day battery life • Silicone Handle • Quip app integration 	<ul style="list-style-type: none"> • Increased plaque removal • Gum protection • Personalized brushing routine 	<ul style="list-style-type: none"> • Health conscious • Early majority tech consumers • Mid range income earners • 21 - 30 years old
<p>Phillips Sonicare DiamondClean Smart 9300 Rechargeable Toothbrush</p>	<ul style="list-style-type: none"> • 12 brushing settings • 14 day battery life • Phillips app integration • Visual pressure sensor 	<ul style="list-style-type: none"> • Real-time brushing feedback & insights • 20x more plaque removal • Up to 15x healthier gums • Gum protection 	<ul style="list-style-type: none"> • Health conscious • Early to late majority tech consumers • Mid to high range income earners • 25 - 45 years old
<p>usmile Y20 PRO AI Electric Toothbrush</p>	<ul style="list-style-type: none"> • 4 brushing modes • usmile app integration • 90 day battery life • Interactive brush display • 3D live oral map • adaptive AM PM routine 	<ul style="list-style-type: none"> • Increased plaque removal • Monitor brushing habits • 25x more cleaning effectiveness 	<ul style="list-style-type: none"> • Health conscious • Early tech adopters • High income earners • 25 - 45 years old
<p>Foreo issa™ 4 plus</p>	<ul style="list-style-type: none"> • 1 year battery life • Hybrid brush head • 3 brushing heads • Pressure adapt system 	<ul style="list-style-type: none"> • 30% more plaque removal • Can improve oral hygiene 140% in 1 month • Reduced gingivitis • Reduced gum & teeth sensitivity 	<ul style="list-style-type: none"> • Health conscious • Early tech adopters • High income earners • 25 - 35 years old

PRODUCT — Strategy & Tactics

Strategy (What we want the product to be in the market):

- Position SmartBrush AI as a premium, all-in-one oral health system, not just another electric toothbrush.
- Deliver personalized, professional guidance through real-time AI feedback.
- Differentiate through convenience + health insights, combining brushing and flossing in a single smart device.

Tactics (How we execute the strategy):

- Integrate AI camera + pressure and motion sensors for accurate habit tracking and tailored brushing tips.
- Offer an interchangeable flossing attachment to create a complete oral-care routine in one device.
- Build a clean, intuitive app showing brushing coverage, trends, reminders, and early gum-issue alerts.
- Use premium materials and ergonomic design to signal quality and justify the higher price point.
- Launch with multiple brush head options (sensitive, whitening, gum-care) and subscription refills to boost ongoing engagement.
- Include travel-friendly features: long battery life, compact charging case, and water-resistant build.

PRICE — Strategy & Tactics

Strategy

- Price: \$149.99, a premium smart toothbrush.
- Matches high-end competitors like Oral-B and Philips, but less expensive than top-tier brands (e.g., Feno at ~\$426) – appealing yet affordable.
- Price reflects real benefits: AI brushing tips, flossing tool, live app feedback, and early gum health alerts to improve daily care and help avoid costly dental visits.

Tactics

- Keep one price (\$149.99) across all major stores in Year 1 (Walmart, Shoppers, Best Buy, Amazon Canada) for clear messaging.
- Run short launch discounts (10–15% off) and bundle deals with extra brush heads or floss attachments to attract first-time buyers without hurting brand image.
- Later, add new versions (e.g., a Pro pack with more features, and a basic model at a lower price) after the main product is well known.

DISTRIBUTION — Strategy & Tactics



Overall Strategy

- Sell through multiple channels: mass retail, tech stores, and online.
- Target adults 25-45 who value health and technology.
- Test first in Toronto, then expand across Canada.

Walmart Supercentre Kiosk

- Location: Oral-care aisle in busy Toronto Walmart
- Why: High customer traffic, mass market reach
- Benefits: Builds awareness, easy product demos for first-time users

Shoppers Drug Mart Flagship Kiosk

- Location: Electric toothbrush section in downtown Toronto
- Why: Trusted health retailer, premium positioning
- Benefits: Reaches higher-income shoppers, strengthens health-focused image

Supporting Steps

- Strengthen online sales (Amazon + website)
- Work with dental professionals for recommendations
- Expand to more cities after Toronto testing

PROMOTION — Strategy & Tactics

Promotion Strategy: Integrated Marketing Communications

- Using IMC to deliver a consistent message
- Using a multichannel mix to avoid audience fragmentation

Promotion Tactics

- Digital and Social Media (Many-to-Many)
- Traditional and In-Store Promotions (One-to-Many)
- One-to-One
- Public Relations and Collaborations

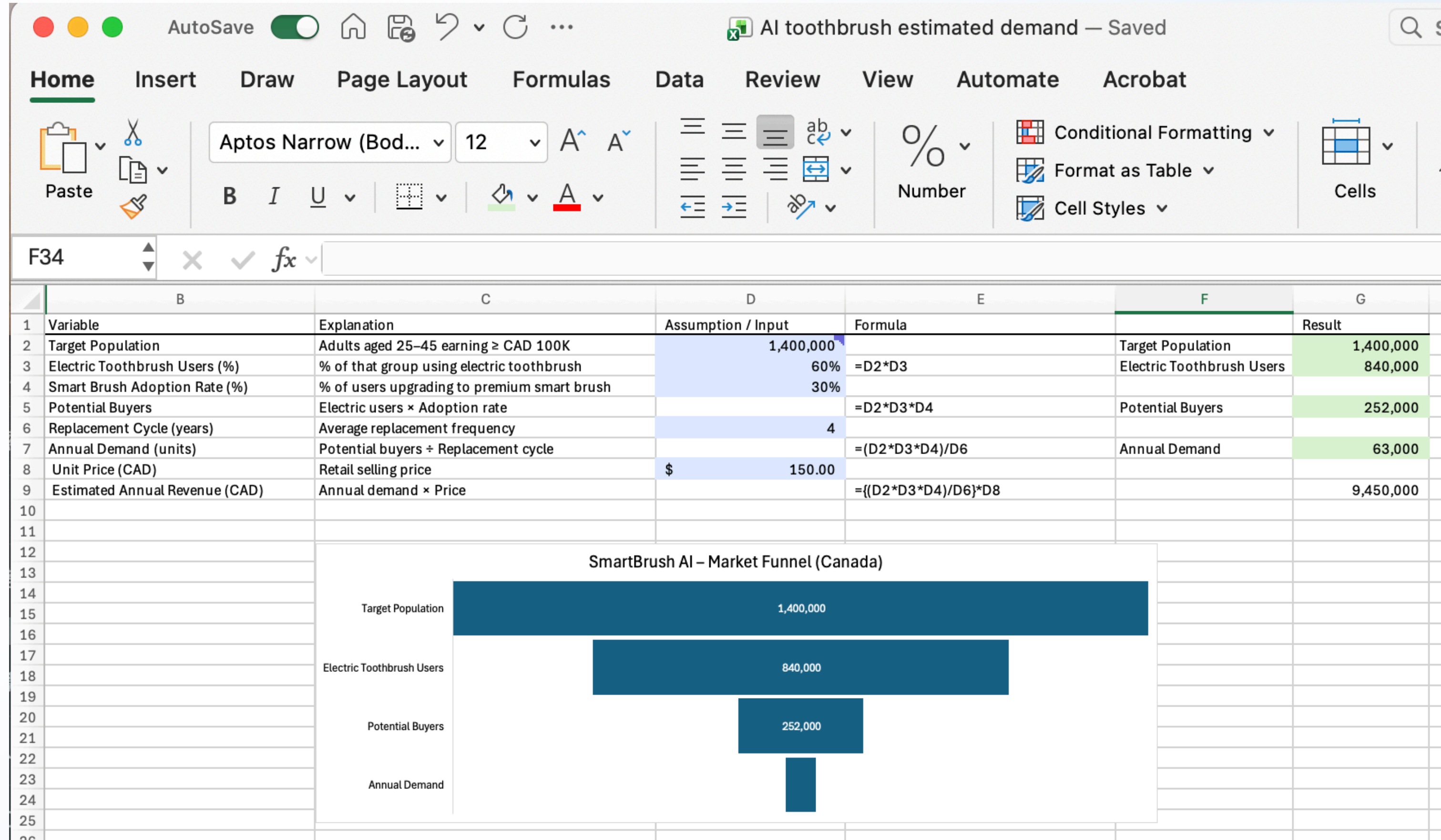


CONCLUSION

- Meets the growing demand for personalized healthcare products
- Solves real oral-care issues with AI feedback and smart flossing attachments
- Fits in Canada's growing premium electric toothbrush segment
- Limited number of direct competitors offering all-in-one oral care
- Multichannel promotion strategy supports awareness and trial



Appendix A– Demand Estimation Assumptions & Calculations



Appendix B—Assumptions & Sources

Target Population-

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1110024001>

% Using Electric Toothbrushes-

<https://www.statista.com/statistics/287366/usage-of-power-toothbrushes-in-the-us-trend/>

Smart Brush Adoption Rate (Premium AI Segment)-

<https://www.databridgemarketresearch.com/reports/global-smart-toothbrushes-market>

Replacement Cycle-

<https://beyondinfinitydental.com.au/how-long-does-electric-toothbrush-last>

Unit Price (CAD)-

[Oral-B Genius X AI Electric Toothbrush≈ \\$130 CAD](#)

<https://www.oralb.ca/en-ca/product-collections/genius-x>

[Philips Sonicare DiamondClean Smart 9300≈ \\$199 CAD](#)

<https://www.philips.com/a-w/about/our-history.html>

[Feno SmartBrush≈ \\$299 CAD](#)

<https://www.cnet.com/tech/services-and-software/i-tried-the-299-feno-smartbrush-to-clean-my-teeth-its-a-mouthful/>

Growth Trend / Market Context-

<https://finance.yahoo.com/news/electric-toothbrush-market-forecasts-2025>

Appendix C: Roles

Cover page → Morgan

Product description → Michael

Industry overview → Runqi

Market definition/segmentation → Runqi

Target market profile → Hsin Yin Shih

Estimated demand → Hsin Yin Shih

Competitive positioning → Morgan

Key competitor description → Morgan

Product → Adam

Price → Zejian Liu

Distribution → Zejian Liu

Promotion → Charlotte

Conclusion → Charlotte