

usmile P10 PRO Product Portfolio

Version 1.0 Dec 2023

The logo for the brand 'usmile' is displayed in a large, white, sans-serif font. The word 'usmile' is written in lowercase. Above the 'i' in 'mile', there are four small white circles arranged in a 2x2 grid, which serve as a distinctive graphic element for the brand.

usmile P10 PRO
Product Portfolio

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01 Introducing the brand

usmile

About Stars Pulse

usmile, established in 2015, is a professional oral care brand under Guangzhou Stars Pulse Co., Ltd.

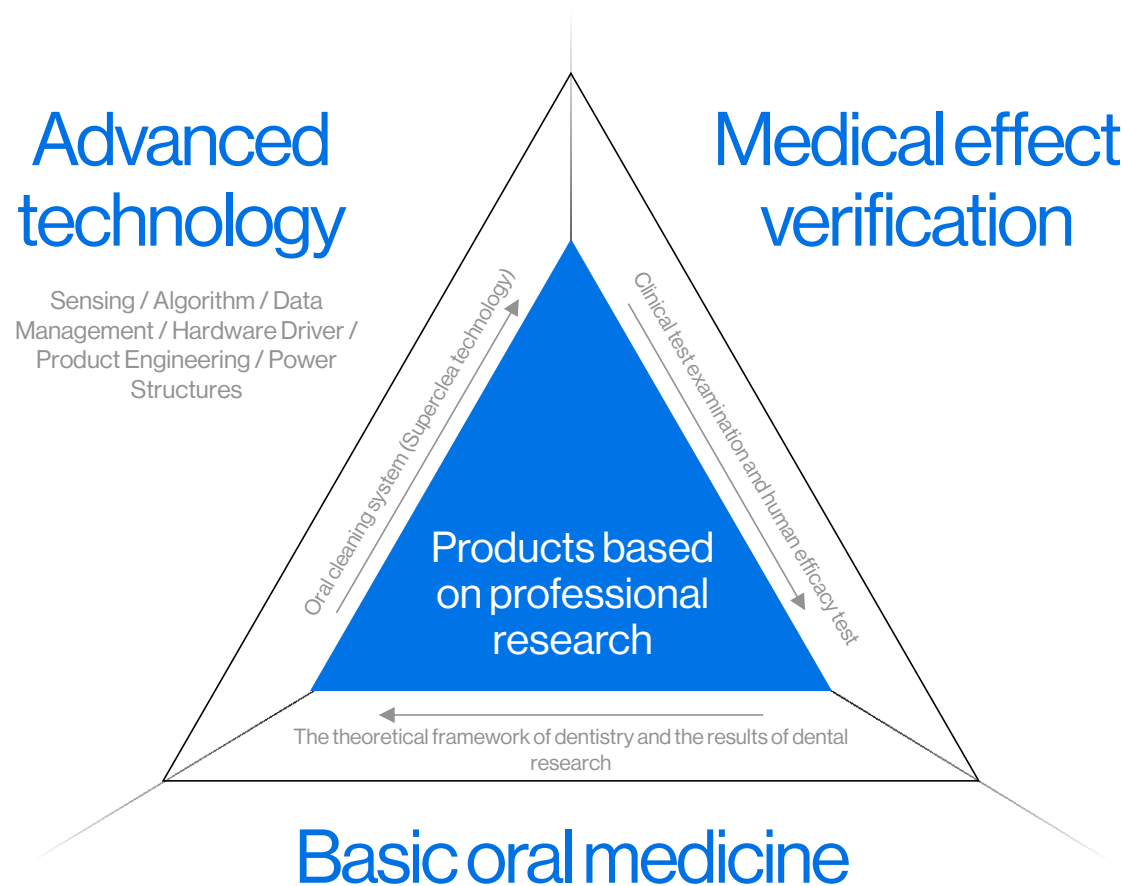
With the vision to "improve the oral health of users around the world", we help users with our proven products of oral care to master professional oral health care methods as well as reduce the risk of oral diseases and improve the overall level of oral health. In this way, we strive to become the world's most trusted professional oral care brand.



What are our solutions?

01 Products based on professional oral medicine and research

Professional dental care products = Basic oral medicine + Advanced software and hardware + Medical effect verification



What are our solutions?

02

Product R&D and design innovation: Translate complex methods into products that users can easily start using.

The WHO and numerous national health organizations vigorously promote oral care methods, but why are they rarely followed?

Core Issue: **The implemented brushing method is wrong and the correct method is too complicated to learn.**

Users don't need to learn complex and difficult methods. Effective brushing can be achieved easily with product research and development as well as innovative designs.

We can help users to implement professional oral care techniques in just one second.

Established 8 years ago Focused on the field of oral health care

30+

Providing professional oral care products to consumers in more than 30 regions around the world.

50 million

Improved the oral health of 50 million people

20,000 users a day

More than 20,000 new users enjoy better oral hygiene thanks to usmile.

01 Introducing the Brand

Brand mission

Improve the oral health of global users

Brand vision

Become the professional oral care brand preferred by users worldwide

The logo for 'usmile' features the word in a bold, black, sans-serif font. Above the 'i' in 'mile', there are four blue dots arranged in a 2x2 grid. The bottom curve of the 'e' is highlighted in blue.

usmile

02

Introducing usmile P10 PRO

usmile

See the light.
Brush it right.

P10 PRO

usmile

Professional
Oral Care Brand







Brushing
Indicator



Timely Prompt



Effective Plaque
Removal

Product Name	usmile P10 PRO Smart Toothbrush
Slogan	See the light. Brush it right.
Value Prop Statement	For <u>younger generations</u> who are dissatisfied with <u>traditional high-end sonic electric toothbrushes</u> due to their complex brushing prompts, usmile presents the P10 PRO that provides an <u>intuitive built-in brushing indicator while delivering effective oral care.</u>
Short Description	P10 PRO simplifies access to the dentist-recommended brushing duration.
Long Description	usmile P10 PRO, a smart toothbrush, innovatively provides an intuitive way to help you track missed areas while brushing, with dentist-recommended timely prompts. It offers patented gum care and a 6-month runtime, in addition to its effective plaque removal ability.

Key Features	Brushing Indicator	Timely Prompt	Effective Plaque Removal
User Benefits	Shows you missed spots as you brush – in real time!	Always stay updated on when to switch sides.	Removes 96.99% of plaque effectively, enhancing oral care.
Supports	<ul style="list-style-type: none">Missed Area Reminder	<ul style="list-style-type: none">30s Prompt2min Prompt4min Auto Shutdown	<ul style="list-style-type: none">96.99% Plaque Removal34,000 Moves per Minute

Features	6-month Runtime	Patented Gum Care	3 Modes	IPX8 Waterproof
User Benefits	Forget about charging for up to 6 months.	Enjoy a comfortable brushing experience, even if you're new to it.	Multiple modes for your needs.	Confident to use and clean with water.
Supports	<ul style="list-style-type: none">Large Battery Capacity of 2,500mAhType-C Charging Port	<ul style="list-style-type: none">Air Cushion Brush Head90% Minimum Roundness3-second Ascending Intensity	<ul style="list-style-type: none">Soft ModeClean ModeWhite Mode	<ul style="list-style-type: none">IPX8 Certification

03 Features

usmile

Brushing Indicator

No spot gets away.

The screen displays a map of your mouth, divided into 4 sections. A red light highlights areas you haven't brushed, **making sure you don't miss a spot.**

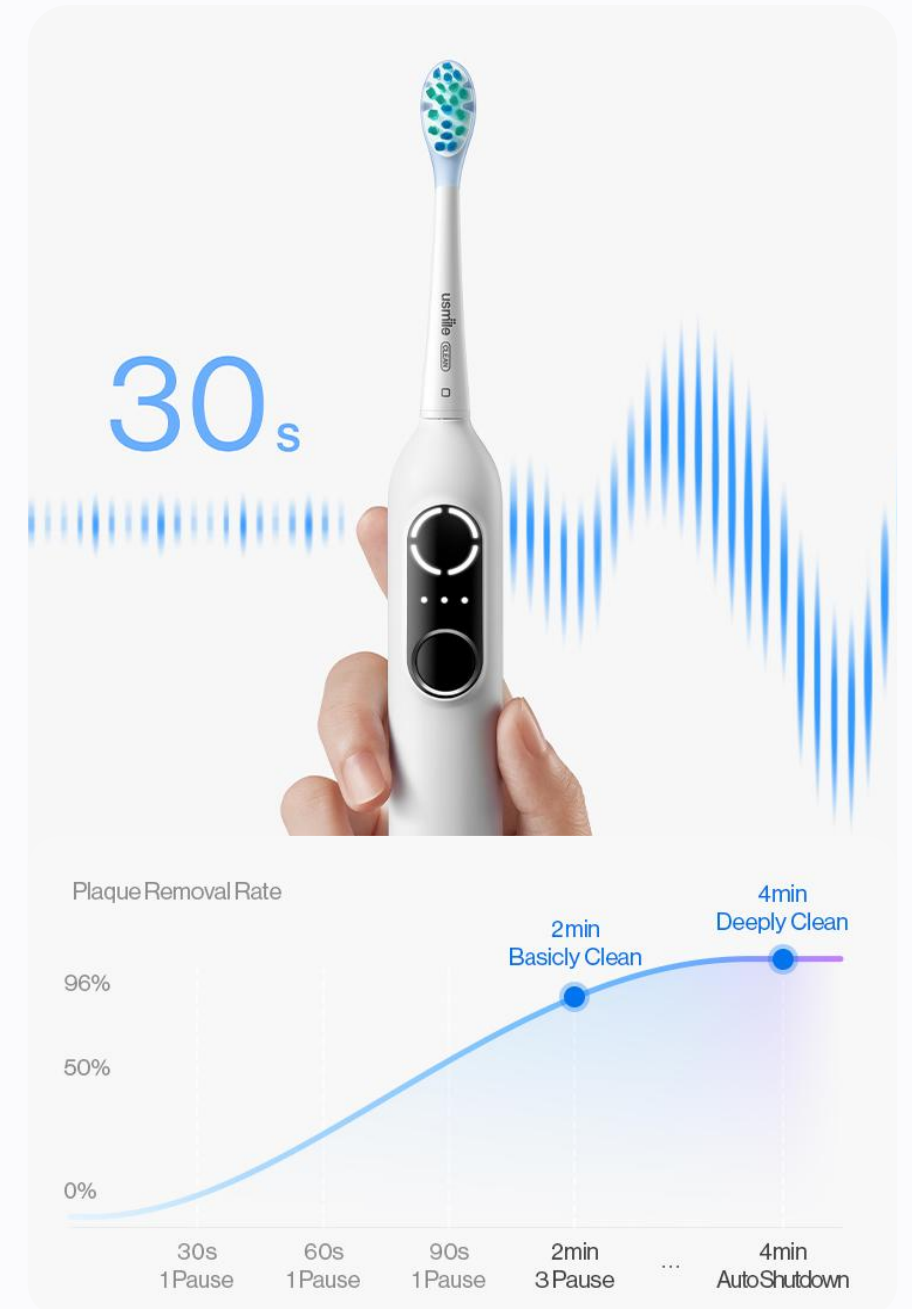
- Red light: needs extra brushing.
- White light: well done.



Timely Prompt

Stay updated, right on track.

Dentists recommend 30-second brushing for each oral quadrant, totalling a 2-minute brushing routine. P10 PRO provides timely reminders for **achieving the optimal brushing time needed.**



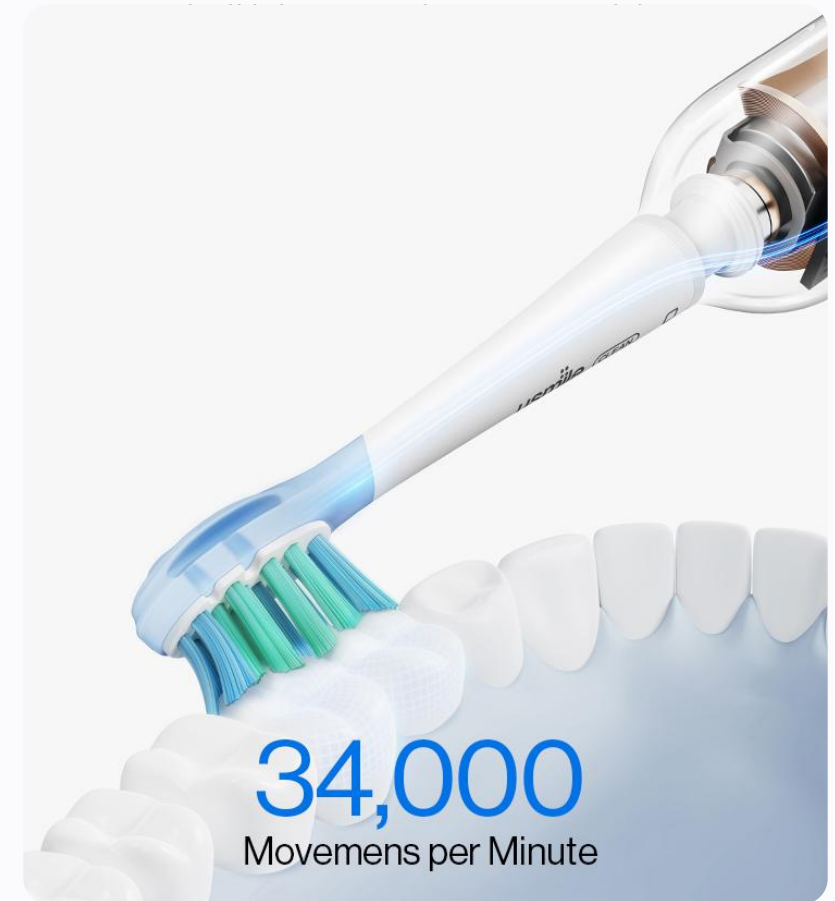
Effective Plaque Removal

Plaque? Not a chance.

P10 PRO helps **remove 96.99%* of plaque** with a proper frequency of up to 34,000* movements per minute. It takes care of your gums while enhancing your overall oral hygiene.

*96.99%: tested through a 2-minute simulation at the usmile laboratory.

*34,000: tested in Soft mode.



Plaque Removal Rate

96.99%

After

Before

Remaining Plaque

6-month Runtime

Keeps going for six months.

Brush without limits, with up to **6 months*** of **uninterrupted power**. Stay charged on the go with the Type-C port, perfect for your adventures.

*6 months: tested with twice-daily brushing for 2 minutes each in Clean mode.



The benefits of the 6-month Runtime.

"Get the brightest smile anytime, anywhere in life."

6-month Maximum Runtime

P10 PRO can operate for up to six months without requiring a charge, enabling users to effortlessly maintain a healthy oral cleaning routine. This convenience ensures your teeth remain gleaming and your breath fresh, even during travel.

Type-C Charging Port

With its Type-C charging port, the P10 PRO becomes compatible with most electronic devices. Plus, when it needs a charge, there's no need for an extra charging cable, making it the perfect toothbrush for maintaining a bright smile and traveling light.



Patented Gum Care

Healthy gums. Happy life.

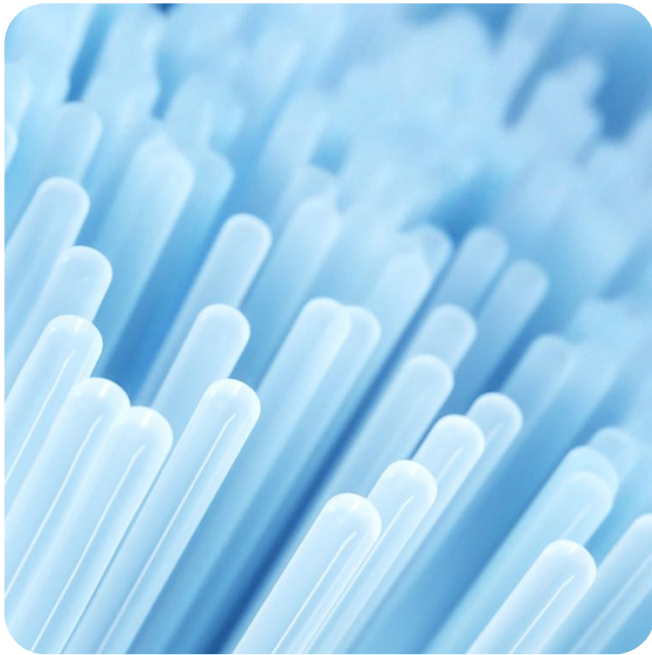
Begin your day with a refreshing start. P10 PRO features a 3-second Ascending Intensity, quality bristles, and a **patented brush head to ensure a comfortable brushing experience.**



Patented Brush Head

90% Minimum Roundness

Filaments are at least 90% round to safeguard gums and enamel.



Air Cushion Brush Head

Releases fluoride ions for enamel strength.



3-second Ascending Intensity

Fades gradually as a reminder to replace the brush head.



3 Modes

Multiple modes for your needs.

P10 PRO comes with three modes including White, Clean, and Soft, providing specific care for your needs.

- Clean Mode: High intensity for deep cleaning.
- White Mode: Moderate intensity for daily cleaning.
- Soft Mode: Low intensity for beginners.



IPX8 Waterproof

No fuss. No mess.

P10 PRO has you covered. It's **waterproof* (IPX8)** and designed to simplify your brushing routine. There's no need to worry about water while you brush.

*Waterproof: only applicable to normal temperature water, not hot water or steam water.



04 Package List

usmile

04 Package List



White

P10 PRO	×1
usmile Brush Head	×2
USB to Type-C Cable	×1
Package Dimension	234.5*148.9*38.9mm



05 Specs

usmile

Product Name	usmile P10 PRO Smart Toothbrush
Brushing Indicator	Yes
Waterproof	IPX8
Runtime	6 Months
Cleaning Modes	Clean, White, Soft
Charging Time	4 to 5 Hours
Maximum Vibration Frequency	31,500-34,000 Movements per Minute
Color	White

Thanks.

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