



## Family Vacations

9 Essentials You Should Always Have In Your Hotel Room (No Matter What)

[Check It Out »](#)

BEAUTY

# Move Over Sonicare: Silicone Toothbrushes Are Now a Thing

by SHARON FEIEREISEN © July 27th, 2017



The dental industry is one of the few health and beauty areas where there hasn't been much in terms of innovation in the last few years. Sure, Sonicare will release a cool new brush color every so often or Crest will launch a new [tooth whitening system](#), but when you get down to it, everything "new" is more or less the same old thing with slicker marketing. Now, two brands are changing all that. [Boie](#) and [Foreo](#) have come out with disruptive takes on traditional toothbrushes.

[Dr. David Frey](#), author of *Revitalize Your Smile*, while also hoping for more research on the newfangled brushes, is intrigued by the innovation. "The Foreo toothbrush is electric and uses sonic waves to dismantle plaque and bacteria from the tooth's surface. It's innovative and sleek and seems especially appropriate for children, handicapped and manually disadvantaged people who have a hard time removing plaque effectively."

Foreo's brush is called Issa and comes in both a full-size and mini version, both of which are electric and made of silicone. Issa's battery lasts a year and the toothbrush head needs to be replaced just once every six months. For comparison, Sonicare lasts about two weeks and the brush needs to be replaced every two to three months. Boie, on the other hand, is a manual brush and is made from a newly developed medical-grade rubber. Its bristles, unlike traditional nylon ones, have antibacterial properties and are meant to be gentler on teeth (it's common for people to wear down their gums by consistently brushing too aggressively with their electric toothbrush). Both brushes have ergonomic designs. As with the Issa, the Boie brush head lasts about six months and, unlike other manual brushes, you just replace the brush head, not the entire toothbrush.