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Can Artificial Intelligence Improve Your Oral Health? *Ara by Kolibree anticipates March 2017 market availability*

February 26, 2017 (BARCELONA, SPAIN and NEW YORK, USA) – Artificial intelligence (AI) has found its way to dental hygiene through Ara by Kolibree.

Taking giant steps to surpass the typical functions of a smart connected toothbrush, Ara has AI embedded directly in the brush handle, which means you can use the brush in “offline” mode and still capture valuable data about how well you are brushing. Improving your brushing helps to remove more bacteria, reduce plaque and prevent gingivitis.

Oral health improvement through Kolibree’s AI starts when you download the free Kolibree app (iOS or Android) and follow the prompts. You will be asked to brush your teeth as if nobody is watching. This brushing is recorded and serves to measure your personal progress. Simply view your personal Check-up diagram to see your progress, or use the step-by-step coaching guidelines, whenever you want. Just open the app every week or two and the personalized data in the brush automatically syncs to your app. Each time you brush, machine learning algorithms embedded in the toothbrush learn your brushing pattern, and recommendations for improvement are adapted just for you.

“Ara shows how well you are brushing commonly missed areas such as the posterior areas of the molars,” said dental hygienist Elizabeth Farrell, RDH, from Kolibree’s dentist relationship team.

“The AI capabilities of Ara to gather and provide personalized data even when the user brushes ‘offline’ is what sets Ara apart from any other toothbrush on the market,” explained Kolibree founder and CEO Thomas Serval. “Ara is your tooth brushing companion that tells you how well you brush and how to improve,” Serval added. The National Institutes for Health cites dental caries (tooth decay) as the most prevalent chronic disease in both children and adults, even though it is largely preventable.

More than 12,000 Ara toothbrushes have been pre-ordered by health-conscious individuals, dental practices and even a health insurance company anxious to measure the extent to which artificial intelligence can improve healthy behaviors when it comes to dental hygiene. Ara’s price at spring 2017 launch will be USD \$129. Pre-order for \$89 through March 15, 2017 at Kolibree.com with Promo Code MWC2017.

[Watch the Ara video: youtube.com/watch?v=ctK5C_H6948](https://www.youtube.com/watch?v=ctK5C_H6948)

About Kolibree

Kolibree, the smart oral care company, is dedicated to innovation of connected health solutions, including the first toothbrush with embedded AI. Kolibree uses patent-pending M2M technology to provide a personalized, interactive tooth brushing experience for children and adults. Visit us: kolibree.com, twitter.com/kolibree, facebook.com/sharekolibree, instagram.com/sharekolibree, pinterest.com/sharekolibree.