



# Smart Smile

Prevent gum diseases with regular dental checkups at home

Over half of Hong Kong's older adult population suffers from periodontal disease.



Less than 30% of all adults get their dental health checked regularly.

Gum disease patients are not sure if they are cleaning their teeth properly.



# Smart smile makes dental care at home easier.

color sticks to plaque



Disclosing tablets highlight areas that need attention.



AI enabled app provides real time feedback on brushing technique and tracks gum health.



Share images with dentists to receive expert advice at home.



Brush your teeth



Chew disclosing tablet



Wear provided mouth opener (optional)



Use app on phone to take a picture or use live view to get AI feedback



Record and share with dentist for further advise



Rinse and you're done!

# Smart smile has a two-tier subscription model



## Basic Pack

- Multicolor disclosing tablets. (x14/month)
- Mouth opener (x2 shipped one time)
- Artificial intelligence feedback
- Advanced dental health tracking over time.



## Premium Pack

- Multicolor disclosing tablets. (x 60/month)
- Mouth opener (x5 shipped one time)
- Artificial intelligence based feedback + Augmented reality live view
- Advise from expert dentists through app
- Advanced dental health tracking over time.

	Plaque HD	Oral-B	Kolibree Ara	DDS GP	iRomexis	Regular Clinic	Smart Smile
Price	\$17 per tube	\$ 25 -250	\$ 130	\$399	Free	N/A	<\$10/month
Disclosing Dye	●					●	●
Smart Hardware		●	●			○	
Smart Software			●	○	○	○	●
Real-time feedback on technique	○	●	●			●	●
Dental health tracking			○		●	●	●
Easy to use	●	●	○	●		○	○
Expert Advise						●	○

● Present completely

○ Present partially



# Smart Smile

Stay smart, keep smiling!

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