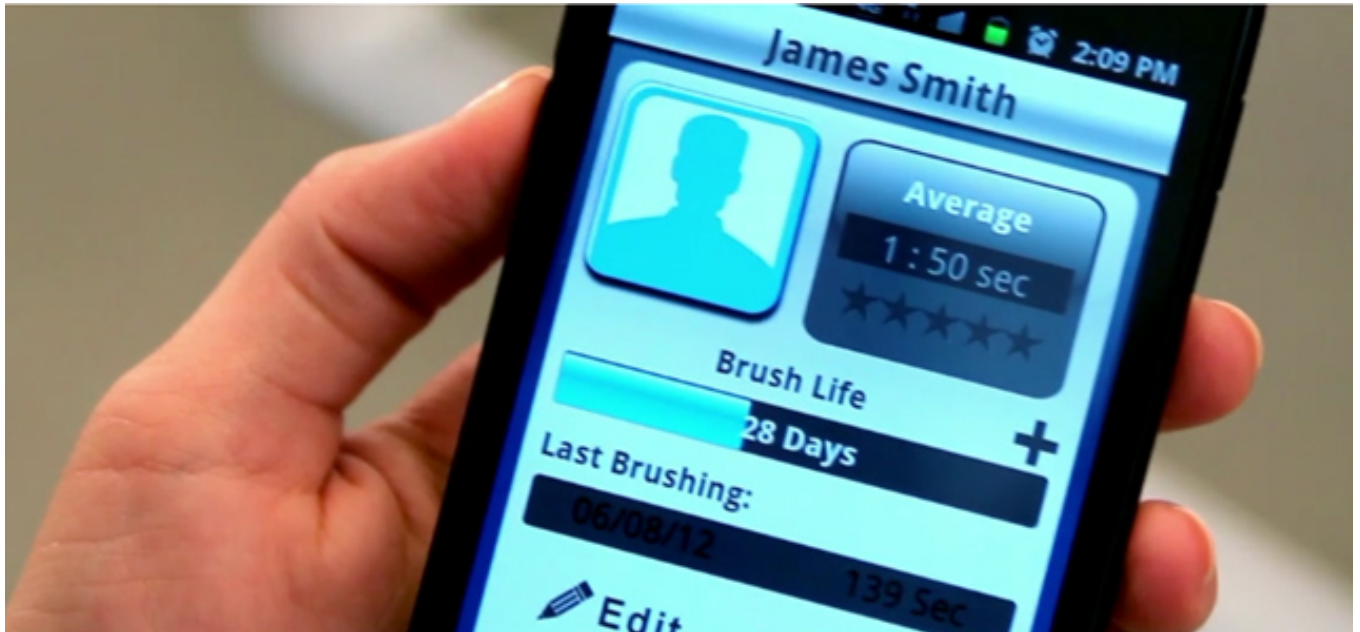


Brush and app quantify teeth cleaning



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It wasn't too long ago that the world's first entirely [compostable toothbrush](#) was covered on these pages, and now another innovation is aiming to make the everyday objects more informative. The [Beam Toothbrush](#) comes with an app and provides the user with analyses of their oral hygiene.

The brush is a non-electric one that features sensors in the handle that transmit data wirelessly to smartphones with the Beam app installed. The sensors detect the duration of each brushing session and the regularity while the app collates the data, displaying it in an easy-to-understand chart. This can be used to help people improve their oral hygiene or provide dentists with a detailed cleaning history. The app has been designed so that children can easily work it, and multiple brushes can be tracked on one smartphone, meaning that parents can monitor their kids' health. It also features a timer, an alert when it is time to change the brush head and optional challenges to encourage users to improve their teeth cleaning. The Beam Toothbrush is currently available to pre-order for USD 34.99, while replacement heads are USD 3.99. The following video shows the toothbrush and app in action:

According to the company, people take an average 46 seconds to brush their teeth. By providing a simple timer and making the process more engaging, the Beam device could go far to improving oral health. How else can everyday tasks be made more interesting?

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