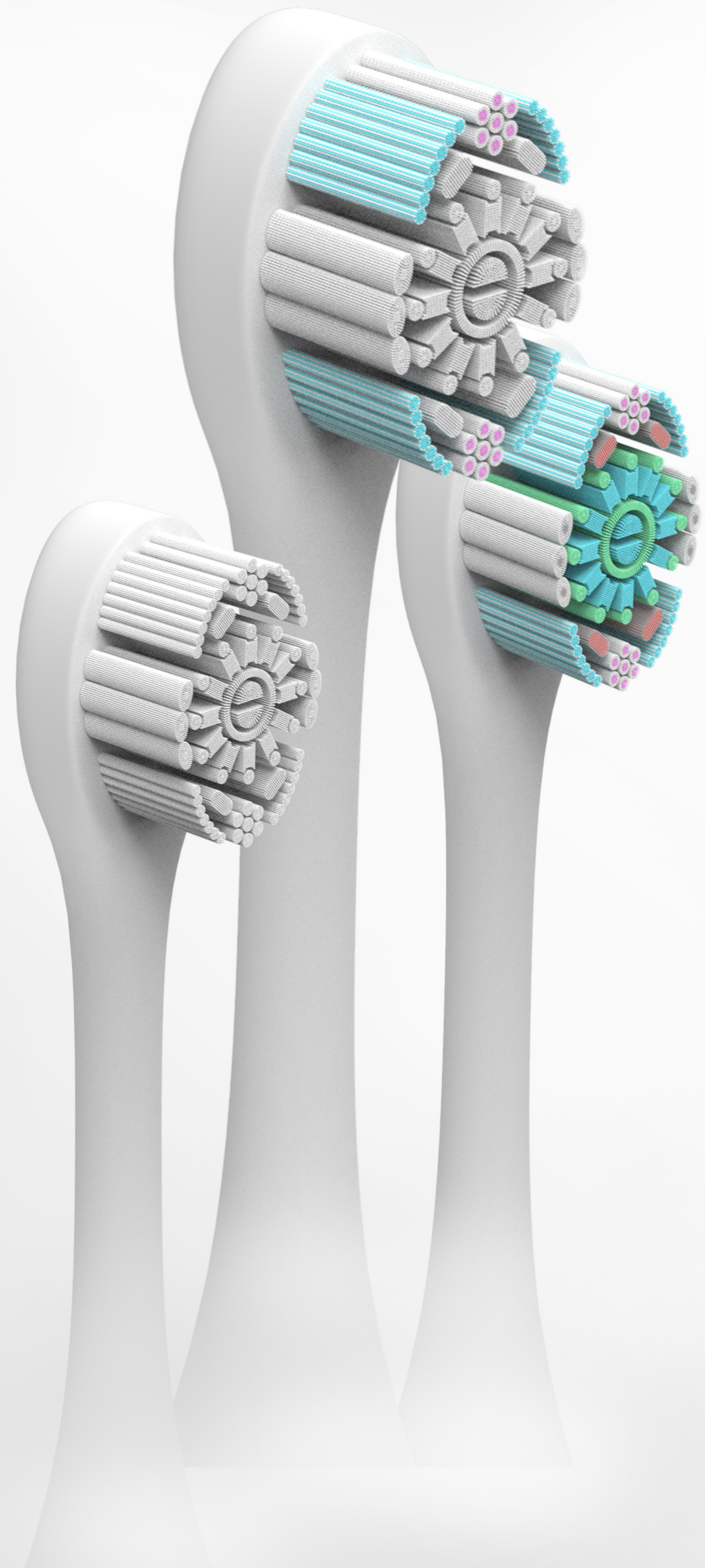


# Reminder

*Replacement Brush Head*

Reminder is a more intuitive reminder for users to change their brush heads. With color-changing bristles and abstract virus shapes,



# Reminder

*Replacement Brush Head*

## What is Reminder:

Reminder is a more intuitive reminder for users to change their brush heads. With color-changing bristles and abstract virus shapes, Reminder allows users to visually "see" how many "bacteria and viruses" are on their toothbrush and reminds them to change the brush head in a timely manner. Reminder can remind users to change the head of their electric toothbrush, and to develop good hygiene habits to protect their oral health.



# Reminder

## Replacement Brush Head

### Inspiration

The design of this toothbrush was inspired by my own experience of not changing my toothbrush in time and suffering from oral diseases that led to a visit to the dentist. After my treatment, my doctor reminded me to change the head of my electric toothbrush once every 70-90 days to protect my oral health. The doctor also warned me that if I don't change the head of my toothbrush for a long time, the toothbrush will be covered with bacteria and viruses that can cause oral diseases. After I returned from treatment, I researched toothbrushes on the market and found that the existing toothbrushes were not intuitive enough to remind users to change their toothbrushes in time. So, I thought about whether there could be a more intuitive way to remind people to change their toothbrushes.

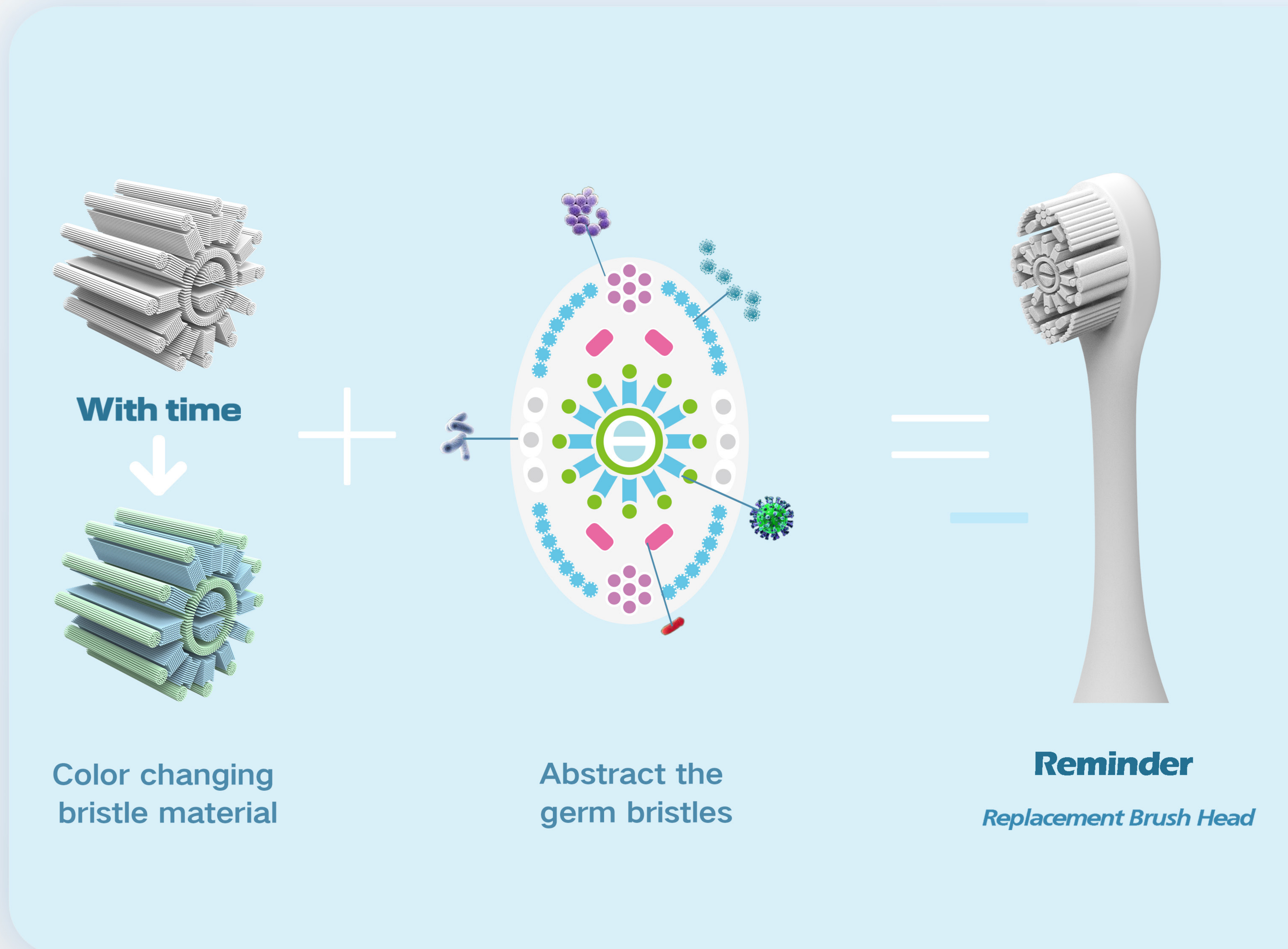


# Reminder

*Replacement Brush Head*

## solution

In order to remind users to change their toothbrushes more intuitively, we started the design work. For the bristles, we used fadable bristles that change color over time, and abstracted common toothbrush viruses and bacteria to shape the bristles. Through this design, users can intuitively "see" the "number of bacteria and viruses" on the toothbrush, so that they can judge whether they need to replace the toothbrush head, develop good hygiene habits, and maintain oral health.



# Reminder

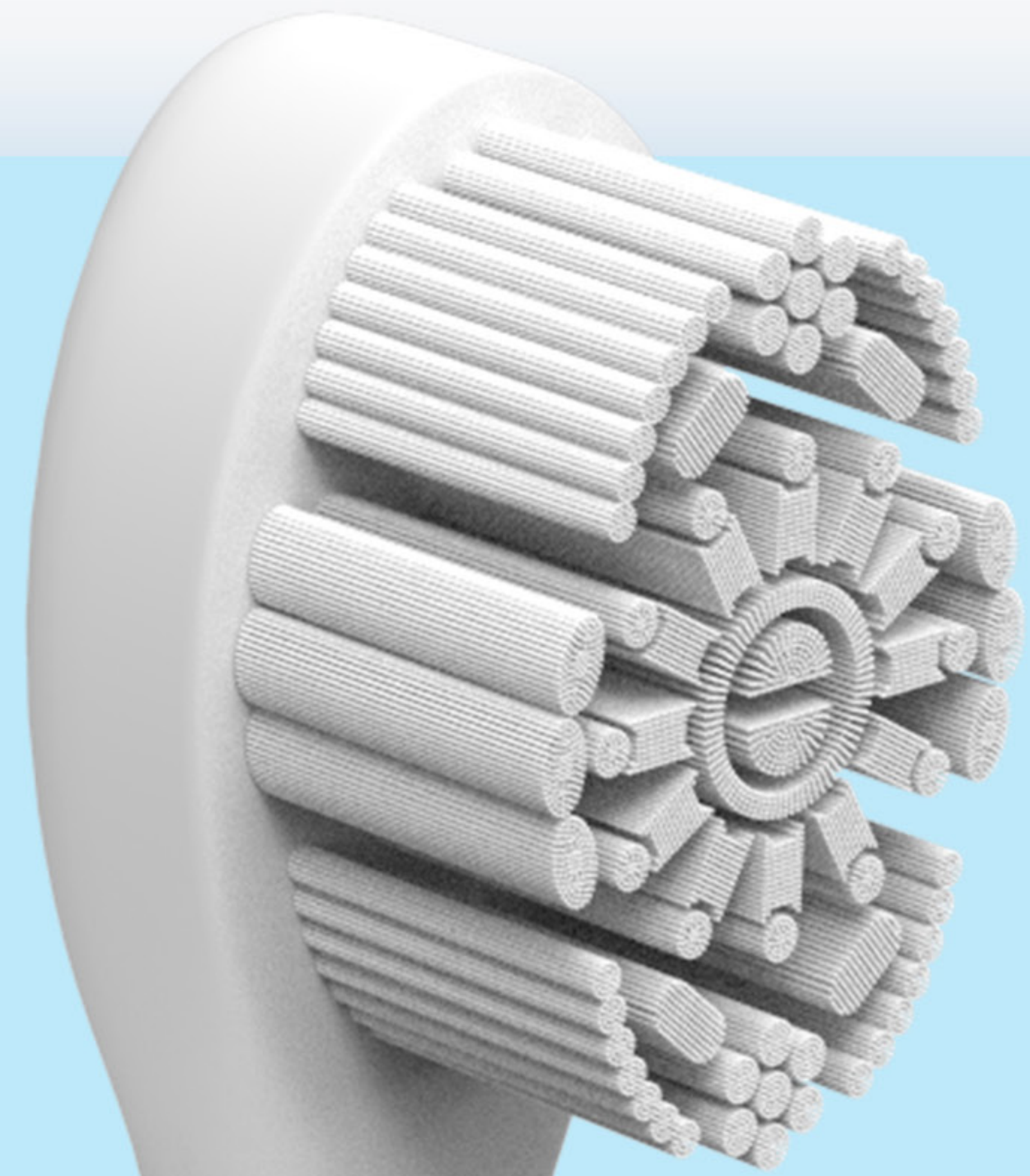
## Replacement Brush Head

New toothbrush

The bristles did not change significantly

The bristles start to change and “viruses and bacteria” start to appear

The change of bristles was obvious and “viruses and bacteria” showed obviously



Don't need to replace

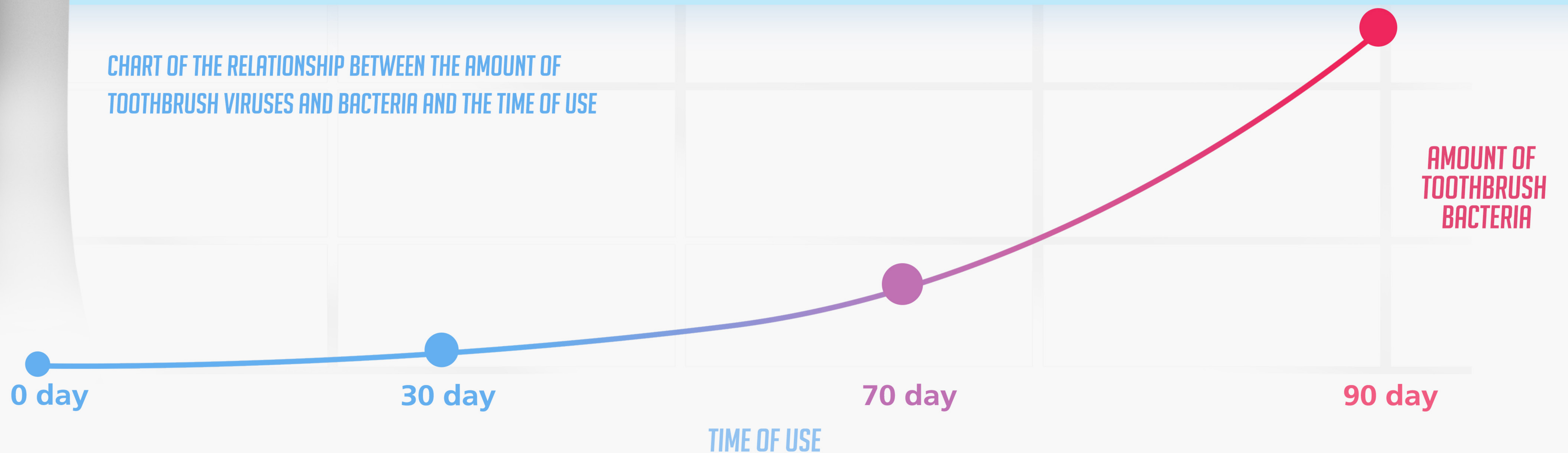


Should be replaced



Must be replaced

CHART OF THE RELATIONSHIP BETWEEN THE AMOUNT OF TOOTHBRUSH VIRUSES AND BACTERIA AND THE TIME OF USE



# Reminder

Replacement Brush Head

## value



Reminder toothbrushes are designed for users to remind them to change their toothbrushes in a timely manner, to develop good hygiene habits, and to achieve better oral health.



On the business side, when users have the habit of changing toothbrush heads steadily, the companies that produce toothbrushes can make higher profits.



For the society and the government, almost everyone has oral disease in modern times. As users develop good hygiene habits, the probability of people suffering from oral disease will be greatly reduced, people will become healthier, and the government will spend less on oral disease.