

Beurer Sonic Toothbrush SC 50 scores with professionals: Study shows strong ratings from the specialist community

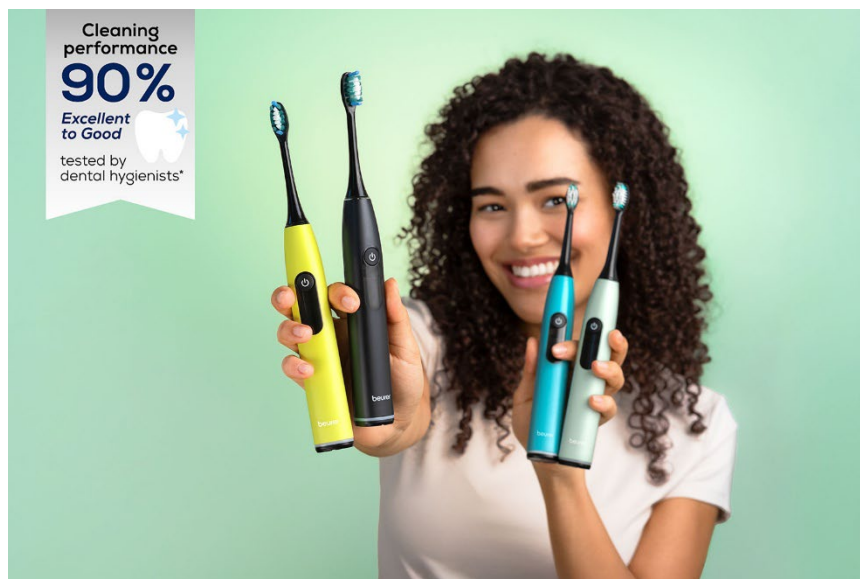
Ulm, 3 June 2026 – When choosing an electric toothbrush, people look not only for reliable cleaning performance but also for easy to use in everyday routine. For the electric sonic toothbrush SC 50 from Beurer, a recent study* with qualified dental prophylaxis professionals is now available on these aspects. The product received a positive overall assessment. Beurer will make the results visible in future communications with a “Cleaning Performance” seal.

A total of 188 verified dental prophylaxis professionals, mainly prophylaxis assistants, ZMP/ZMF and dental hygienists, took part in the evaluation over a period of several weeks (November to December 2025). The SC 50 was assessed in terms of handling, cleaning performance, protection of dental and soft tissue, battery life, sustainability, and value for money. The study was conducted in cooperation with Medical School 11, Heidelberg. The private university trains, among others, dental hygienists and regularly carries out evaluations of dental prophylaxis products, also together with renowned partners such as the praxisDienste Institute for Further Education.

These features were particularly well received

The results show that, from the perspective of dental prophylaxis professionals, the SC 50 from Beurer is a powerful and practical electric sonic toothbrush. The cleaning performance was rated at 4.20 out of 5 points. 90 percent of respondents rated it as good or very good.

These results form the basis for the new **Beurer “Cleaning Performance” seal**, which will be seen on product packaging and POS materials, among other things.



The battery life received an especially strong rating: it achieved 4.51 out of 5 points, the highest individual score in the study. Cleaning performance, general handling, protection of teeth and gums, and value for money were also rated positively.

*User study carried out with more than 150 dental hygienists by Medical School 11, Heidelberg

Practical features such as the brushing timer, coloured pressure control and different toothbrush heads also met with broad approval. Around 95 to 96 per cent of respondents rated these features positively. Sustainability aspects, such as recycled plastic in the handle and bristles made from renewable raw materials, were also perceived as a clear added value.

Positive overall assessment with high willingness to recommend

In the overall assessment, the SC 50 achieved 4.10 out of 5 points. Around 86 per cent of participants rated it overall as good or very good. Around 80 per cent can also imagine recommending the sonic toothbrush to patients.

Further information on the features of the Beurer Sonic Toothbrush SC 50 is [available online](#).

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About Beurer

Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. What's more, Beurer offers various beauty products in the categories of facial care, body care, hair care, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the Personal Care category. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 employees worldwide and a distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at www.beurer.com.