

Pressemeldung

“SpongeBob” children’s sonic toothbrushes by Beurer bring fun into the bathroom

Ulm, 4 September 2026 – For “SpongeBob SquarePants”, every day starts with good cheer. Unfortunately, in the bathrooms of many families, tooth brushing often looks quite different. Under the official “SpongeBob SquarePants” licence, the new children’s sonic toothbrush SC 11 from Beurer brings playful ease into the daily routine. At the same time, Beurer will in future bundle its dental range under the new brand umbrella “BrushSense”.

The [SC 11](#) is available in Seastar Pink and Aqua Blue. Up to 65,000 brushing movements per minute gently and effectively remove plaque and impurities. Extra-soft bristles, rubberised toothbrush heads and two cleaning programmes protect sensitive gums. Thanks to the non-slip soft-touch handle with finger recesses, the sonic toothbrush sits securely in small hands. A 2-minute timer and 30-second quadrant timer help children to brush all areas evenly in a playful way. The SC 11 operates particularly quietly and, with up to 15 days' battery



life, automatic switch-off, travel lock and a practical travel case, is also suitable for use on the go.

From milk teeth to school age

Two toothbrush heads accompany children from the age of three and from the age of six, from milk teeth to school age. The larger toothbrush head features a W-shaped bristle profile. It adapts to gaps between teeth and varying tooth heights during the change of teeth. The bristles are made from 100 percent renewable raw materials. This fits perfectly with “SpongeBob” and his underwater world. In this way, children playfully learn that caring is important not only for their own teeth, but also for the environment.

"BrushSense" provides orientation in the dental range

Under the new category brand "BrushSense", Beurer will in future consolidate its entire dental portfolio. In connection with this, the existing sonic toothbrush models will not only receive technical detail improvements; the [entry-level model](#) will also be available in two new colours Island Stone und Icy Cloud in online retail, and the [premium model](#) will in future be available in specialist retail with a travel case featuring an integrated charging function.

All new products from Beurer can be seen at the IFA from 4 to 8 September 2026 in Hall 4.1 at Stand 112.

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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.