

JOVIN Launches Extra Soft Sonic Toothbrush Designed for Sensitive and Receding Gums

The oral care brand introduces a toothbrush with auto stop pressure sensor and ultra fine bristles designed for people who experience pain when they brush.

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[JOVIN](#), a direct to consumer oral care brand, today announced the availability of its [Extra Soft Sonic Toothbrush](#), a device engineered specifically for people with sensitive or receding gums.

The toothbrush combines over 10,000 ultra fine micro bristles at 0.08mm, roughly twice as fine as a standard brush, with sonic technology running at 42,000 vibrations per minute. A built in auto stop pressure sensor detects when pressure exceeds a comfortable threshold and automatically pauses the brush head, helping users avoid the aggressive scrubbing motion that can irritate sensitive gum tissue over time.

The brush includes five brushing modes, a 100 day battery life, an LCD display with a built in two minute timer, USB-C charging, and IPX7 waterproof construction.

"So many people brush less than they should, or skip it entirely, because it hurts," said Jeremy, founder of JOVIN. "We wanted to remove that barrier completely. The auto stop sensor and the ultra fine bristles mean people can finally brush thoroughly without dreading the experience."

JOVIN's bristle technology draws on approaches originally used in post surgical dental care, where patients recovering from extractions, implants, or gum grafts require an especially gentle brushing method. JOVIN adapted this approach into a sonic toothbrush intended for everyday



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So many people skip brushing because it hurts. Our auto stop sensor lets them finally brush without dreading it. Author : Jeremy, Founder of JOVIN”

Jeremy

use.

The JOVIN Extra Soft Sonic Toothbrush is available directly through the brand's website at tryjovin.com, with a single brush option and a Duo Pack, along with an optional subscription plan for recurring brush head, toothpaste, and floss refills.

JOVIN is operated by NOVALY LLC.

For more information, visit tryjovin.com.

JOVIN

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