

Press release Hilzingen, Germany – April 2024

Exceptionally long service life with natural hair characteristics

Genius evo: An all time classic among the ceramic brushes now with Bionic Hair

With Bionic Hair, Renfert (Hilzingen, Germany) marks a paradigm shift in ceramic brushes. In addition to the tried and tested natural hair version, the popular Genius brushes are now available with new hair: Genius evo.

Genius evo is built on more than 40 years of Renfert experience blended with a passion for dental technology and a desire to explore new approaches. Bionic Hair sets new standards. Bionic Hair stands for long life, perfect moisture management and a precise tip.

Bionic Hair: Tip-top

Genius evo with Bionic Hair combines the benefits of a synthetic bristle brush with those of a natural bristle brush. The fineness, elasticity, and stability of the brush tip allow targeted layering. Thanks to greater tension and firmness, even the smallest quantities of ceramic can be taken up and applied perfectly. In addition, the special molecular structure replicates the characteristic moisture management of a natural hair brush.

A solid grip on quality: High-quality design and refills

Like the Genius brush with natural hair, Genius evo impresses with its comfortable grip. Renfert has remained true to its philosophy of distinguishing brush sizes by means of color coding. The practical Color Guard ring not only highlights the brush size in color but also includes integrated rollaway protection. Clever protective feature: simply twisting the brush end retracts or extends the brush tip. And thanks to the refills, the brush tip can be replaced if necessary. With all these details, Genius evo impresses all those who are looking for a high-quality ceramic brush that makes no compromises in terms of design, haptics and durability. The Genius evo meets all the requirements of a ceramic brush and sets new standards with Bionic Hair; typical Renfert: "making work easy".

1,928 characters

More information

Renfert GmbH | Untere Giesswiesen 2 | 78247 Hilzingen, Germany | www.renfert.com **Press contact**

Alberta Domnick | Tel. +49 7731 8208 898 | E-Mail: Alberta.Domnick@renfert.com