



Sonicare Toothbrush

Sonicare increased their sales from \$5 million to \$100 million as a result of Cesari's work. Sonicare was named #1 on Inc. Magazine's Fastest Growing Companies list in 1997 and was sold to Philips when Sonicare owned 46% of the market for \$510 million.

"Rick Cesari has added value at every stage of our DRTV and Branding campaigns. Our company was #1 on the Inc. List of Fastest Growing Businesses"

-Bill McClain, Former Director of Professional Marketing of Optiva Corp. (Makers of the Sonicare Toothbrush), Current EVP of Marketing for Clarisonic Corp. (Makers of Clarisonic skincare brush)