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(54) **PERSONAL CARE IMPLEMENT HAVING A DISPLAY**

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See application file for complete search history.

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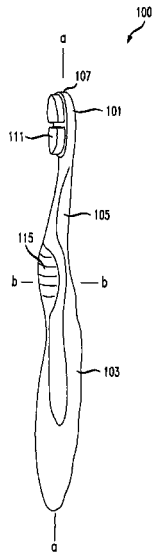
(57) **ABSTRACT**

A personal care implement or toothbrush includes a display for providing content to a user. The display may be configured to present content in a mirror-image format. The personal care implement may be configured to operate in one or more modes of operation. In a clock mode, the display displays a clock reading and/or calendar reading. In a timer mode, the display displays a countdown or count Up timer. In a counter mode, the display displays a number of strokes to be counted up to or down from. One or more components may be included for setting variables associated with the modes of operation, for changing an orientation of the displayed content between a mirror-image format and forward-facing format, and for changing the particular mode of operation.

14 Claims, 5 Drawing Sheets