

ORAL HYGIENE PRACTICE - CURRENT CHALLENGES IN BRUSHING BEHAVIOURS

Patients rarely brush for the length of time they say they do, and rarely does their brushing time exceed 60 seconds. Most patients use a simple horizontal brushing action, spend little time brushing lingual areas, and fail to effectively remove plaque from the approximal surfaces of premolars and molars.
 - Davies RM et al., *British Dental Journal*¹

CHALLENGE ①	CHALLENGE ②	CHALLENGE ③
INSUFFICIENT BRUSHING DURATION	BRUSHING TOO HARD/AGGRESSIVELY	MISSING QUADRANTS OF THE MOUTH
Patients are typically brushing under 1 minute with a manual toothbrush	Patients using manual toothbrushes can apply brushing forces that are two times the recommended pressure	Research has shown that up to 80% of subjects spent insufficient time brushing in at least one zone in their mouth and 60% of subjects either didn't brush their back molars at all, or spent insufficient time brushing them ²
SOLUTION	SOLUTION	SOLUTION
Oral-B® App users are brushing on average 2:27 with their power toothbrush* ³	With visual guidance, up to 93% of aggressive brushers reduced their brushing force and the time spent brushing with excessive force was reduced by up to 88% ⁴	Unlike similar technologies, only the GENIUS' Position Detection is intelligent enough to know when the brush is physically in the mouth so that the patient brushes all zones evenly and equally

CONSISTENTLY LEADERS OF INNOVATION, ORAL-B® NOW INTRODUCES THE GENIUS™ POWERBRUSH AS A SMART SOLUTION FOR YOUR PATIENTS

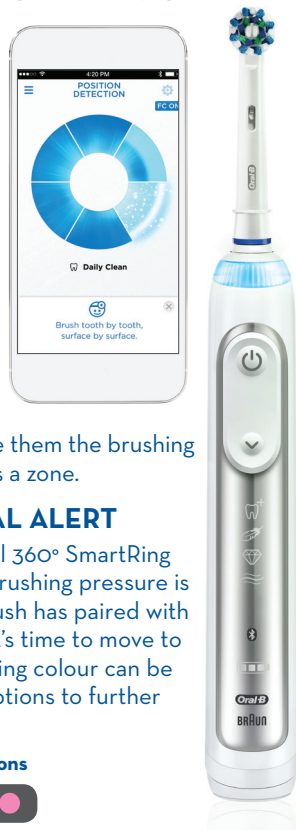
NEW! POSITION DETECTION

The award-winning[†] Oral-B® GENIUS™ with revolutionary, best-in-class **Position Detection** technology is the world's first powerbrush to combine cutting-edge motion sensor within the brush and video recognition via the smartphone's camera. Only the GENIUS' **Position Detection** is intelligent enough to know when the brush is physically in the mouth. Using motion detection and camera recognition together, the brush accurately recognizes the areas of the mouth your patients are cleaning to give them the brushing advantage they need so they never miss a zone.

NEW! 360° SMARTRING VISUAL ALERT

Only the Oral-B® GENIUS™ has a visual 360° SmartRing System which flashes when excessive brushing pressure is being used, to signal when the toothbrush has paired with the smartphone, and to prompt when it's time to move to a new brushing zone. The 360° SmartRing colour can be customized from a range of available options to further encourage compliance.

360° SmartRing Colour Options



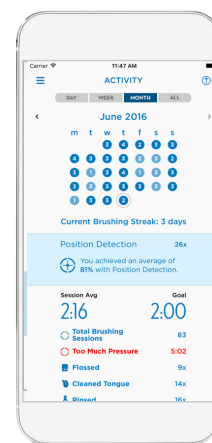
There is growing evidence showing the efficacy of "app-based" monitoring protocols in ameliorating oral hygiene and reducing treatment duration, bracket bond failure, and failed or late attendance.
 - Dalessandri D., *American Association of Orthodontists*⁵

EXTENDING YOUR CARE FROM THE OFFICE TO THE HOME

As the majority of dental patients are also smartphone users, dental health applications have the ability to reach beyond the office and maintain that critical connection to guide the patient when they practice their oral hygiene at home.

THE ACTIVITY LOG - HELPING YOU COMMUNICATE BEYOND THE OFFICE

Once a brushing session is finished, the results are displayed and logged. Patients can then share their activity log with you and use the **Position Detection** feature to improve future brushing sessions.



TRY THE AWARD-WINNING ORAL-B® APP AND SEE FIRST-HAND HOW IT CAN IMPROVE BRUSHING

CALL P&G (1-800-543-2577 EXT. 8) OR VISIT DENTALCARE.CA TODAY TO ORDER YOUR OWN GENIUS™ POWERBRUSH

* On average, eligible brushing sessions (>10s) lasted 2:37 min in Germany, 2:20 min in the US and 2:27 in the UK.

† Mobile World Congress, GENIUS and the Oral-B App won two awards - Best eHealth Product and Editor's Choice 2016.

References: 1. Davies RM et al. Prevention. Part 4: Toothbrushing: What advice should be given to patients? *British Dental Journal*: 2003;195(3): 135-141. Available at: doi:10.1038/sj.bdj.4810396 2. Data on file, P&G Motion Tracking Study. 3. IconMobile Group. Q2 2016 Report. 4. Janusz K et al, *J Contemp Dent Pract*:2008;9(7): 1-13. 5. Dalessandri D. Smartphone-based orthodontic monitoring: the big brother in our patient's mouth. *American Association of Orthodontics. Tech Talk*. March 2016. Available at: <http://aaotechblog.com/2016/03/smartphone-based-orthodontic-monitoring-the-big-brother-in-our-patients-mouth/>

