

ORAL-B® GENIUS™ TAKES BRUSHING TO THE NEXT LEVEL OF INTELLIGENCE

COCHRANE COLLABORATION SHOWS CONSISTENT SUPERIORITY OVER 3 REVIEWS¹⁻³

Cochrane Collaboration reported superiority vs. manual brushing with Oscillating/Rotating Technology
- in 2003, 2005, 2014 independent analyses

ORAL-B® VS. SONICARE CLINICAL RESEARCH

Oral-B® GENIUS™ delivered superior results
vs. Sonicare DiamondClean (p < 0.001)⁴

22
PERCENT

**INCREASE IN
WHOLE MOUTH
PLAQUE REMOVAL**

32
PERCENT

**INCREASE IN
BLEEDING
SITE REDUCTION**

33
PERCENT

**INCREASE IN
APPROXIMAL
PLAQUE REDUCTION**

ORAL-B® VS. SONICARE – CONSISTENT SUPERIORITY IN CLINICAL EVIDENCE AND NUMBER OF STUDY DAYS

MORE THAN **45X** CLINICAL STUDY DAYS VS. SONICARE⁵

	ORAL-B® N =	SONICARE N =
PLAQUE	61,166	1,323
GUM HEALTH	61,166	0

2017 BEST PRODUCT RECOMMENDATION

Oral-B® Powerbrushes with O/R Technology awarded Clinicians Report
BEST Product (toothbrushes) for 2017 in independent dental testing⁶

FEATURES OVERVIEW – ORAL-B® VS. SONICARE

ORAL-B® GENIUS™	SONICARE DIAMONDCLEAN ⁷	SONICARE FLEXCARE PLATINUM CONNECTED ⁸
Oral-B® App ✓ Award winning* – Best eHealth Product 2016	No	Philips Sonicare App 3D Mouth-Map ✓ Sends your brushing data to the Sonicare app in real time via Bluetooth, providing you personalized coaching and feedback – This feature does not use smartphone camera pairing to accurately detect when or if the brush is inside the mouth
Position Detection Technology ✓ First and only powerbrush to combine motion sensor technology and video facial recognition to confirm brush position with accuracy ✓ Gives patients real-time guidance to brush all zones equally and evenly	No	Smart Sensor Technology No
Triple Pressure Control System ✓ 360° SmartRing flashes as a visual pressure alert and patient is alerted on their Oral-B® App ✓ Brush automatically slows down, and stops pulsations when alert is triggered to avoid harm	No	
360° SmartRing ✓ Appears red when too much pressure is applied ✓ Signals when the toothbrush has paired with the smartphone, and prompts when it's time to move to a new brushing zone ✓ Colours customize to encourage compliance	No	
Cleaning - oscillating/rotating pulsating action	Cleaning - side-to-side action	Cleaning - side-to-side action
Average cost per Oral-B® refill: \$8.99†	Average cost per DiamondClean Standard refill: \$18.99†	Average cost per AdaptiveClean Standard refill: \$18.99†

RECOMMEND THE INTELLIGENT CLEANING OF ORAL-B® GENIUS™ SO YOUR PATIENTS NEVER MISS A ZONE

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

† Pricing is at the sole discretion of the retailer. Retailer Pricing Accessed: January 20, 2017. Available at Walmart Canada www.walmart.ca.

Sonicare is a registered trademark of Koninklijke Philips NV.

References: 1. Yaacob M, et al. Powered versus manual toothbrushing for oral health. *Cochrane Database of Systematic Reviews* 2014, Issue 6. Art. No.: CD002281. Cited: January 2017. Available at: DOI: 10.1002/14651858.CD002281.pub3. 2. Yaacob M, et al. Powered versus manual toothbrushing for oral health. *Cochrane Database of Systematic Reviews* 2005. Cited: January 2017. Available at: https://www.researchgate.net/publication/7890286_Powered_versus_manual_toothbrushing_for_oral_health. 3. Yaacob M, et al. Powered versus manual toothbrushing for oral health. *Cochrane Database of Systematic Reviews* 2003. Cited: January 2017. Available at: <https://www.ncbi.nlm.nih.gov/pubmed/12535436>. 4. Klukowska M et al. A six-week clinical evaluation of the plaque and gingivitis efficacy of an oscillating-rotating power toothbrush with a novel brush head utilizing angled CrissCross bristles versus a sonic toothbrush. *J Clin Dent* 2014;25(2):6-12. 5. Data on file at P&G Canada. 6. Christensen GJ. CR Buying Guide. The BEST Products for 2017 (Oral-B Pro 5000 and Oral-B Pro 5000 Test Drive). *Clinicians Report* 2016;(9)12. Available at: www.CliniciansReport.org 7. Sonicare DiamondClean Sonic electric toothbrush. Cited: December 2016. Available at: http://www.philips.ca/c-p/HX9332_10/sonicare-diamondclean-sonic-electric-toothbrush. 8. Sonicare FlexCare Platinum Connected Sonic electric toothbrush. Cited: December 2016. Available at: http://www.philips.ca/c-p/HX9192_01/sonicare-flexcare-platinum-connected-sonic-electric-toothbrush-with-app.