

CONSISTENT BRUSHING CHALLENGES HELP YOUR PATIENTS BRUSH UP ON THEIR TECHNIQUE

Take time to allow your patient to practice brushing and coach them as they practice. Advise your patients to think of their toothbrush as a tool that delivers medicine to areas of their gums that can harbor bacteria and germs.

Drevenstedt L, Dental Economics¹



HOW TO SOLVE YOUR 3 MOST COMMON BRUSHING CHALLENGES

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 IN INNOVATION, ORAL-B® INTRODUCES THE NEW GENIUS™ POWERBRUSH AS A SMART SOLUTION TO HELP IMPROVE YOUR PATIENTS' BRUSHING TECHNIQUE

① 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.



② 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

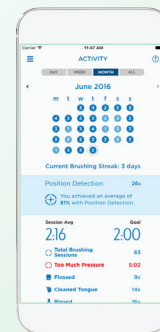


③ ORAL-B® APP: EXTENDING YOUR CARE BEYOND THE CHAIR TO HELP MOTIVATE PATIENTS AT HOME

As the majority of your patients are also smartphone users, dental health applications help you reach beyond the office and connect with your patients to motivate and coach them as they practice their oral hygiene at home.

THE ACTIVITY LOG - TRACKS AND REINFORCES YOUR ADVICE BEYOND THE OFFICE

Once your patient finishes their brushing session, 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 INTRODUCING THE AWARD-WINNING ORAL-B® APP AND SEE HOW IT CAN MOTIVATE YOUR PATIENTS TO IMPROVE THEIR 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. Drevenstedt L. Dentistry IQ. Dental Economics. Brushing up on hygiene communication. Accessed: October 2016. Available at: <http://www.dentaleconomics.com/articles/print/volume-97/issue-10/features/brushing-up-on-hygiene-communication.html> 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.