

NO ZONES MISSED

- A BREAKTHROUGH IN BETTER BRUSHING -

Independent research indicates that brushing all zones evenly is more important than brushing longer. This study is the first to provide empirical data indicating evenness of distribution of brushing time [brushing all zones] to be a more important predictor for oral cleanliness than total brushing time.¹ - *Journal of Periodontology* 2015

ORAL-B® - 25 YEARS OF GROUND-BREAKING INNOVATION^{2,3,4}



- 1991 - Oral-B® launches ground-breaking oscillating-rotating brush head technology and changes the course of effective brushing
- 2005 - Oral-B® introduces the Triumph™ ProfessionalCare 9000 power toothbrush with an in-handle computing device and microchip in each brush head
- 2014 - Oral-B® introduces the world's first Bluetooth® connected electric toothbrush
- 2014 - Cochrane Review confirms oscillating-rotating technology superiority*

MOST STUDIED POWERBRUSH IN HISTORY²

- Since its introduction to the market in 1991, the Oral-B® power toothbrush has been the most independently researched and tested oral hygiene device ever produced
- More than 250 studies have been conducted to assess the efficacy of Oral-B® oscillating-rotating toothbrushes
- More than 150 clinical trials demonstrated the Oral-B® powerbrush to be effective in both plaque removal and improving gingival health
- Clinical trials assessing safety as an endpoint are even more numerous - 100 trials involving 5,600 subjects represents 44,743 patient-weeks of use²

UNIQUE ROUND CROSS-ACTION BRUSH HEAD²

- Unlike a rectangular head, the round prophy-inspired ORAL-B® brush head cups each tooth for better bristle contact
- Cupping ensures no tooth is left behind
- Inspired by dental professionals, developed by designers at Braun

Oral-B® GENIUS™ CrossAction Cleans Better than Sonicare DiamondClean^{2*}



Sonicare DiamondClean Side-to-Side Action



Oral-B® CrossAction Oscillating/Rotating Pulsating Action

*Based on multi-week clinical studies
Sonicare is a registered trademark of Koninklijke Philips N.V.

360° SMARTRING AND POSITION DETECTION - INTELLIGENT NEW FEATURES

360° SMARTRING VISUAL ALERT SYSTEM²

- Flashes when excessive brushing pressure is being used,
- Confirms that the Bluetooth has paired with a device and;
- Prompts when it's time to move to a new brushing zone



PATIENTS CAN CUSTOMIZE WITH SMARTRING COLOUR OPTIONS

THE ORAL-B® GENIUS™ OFFERS INNOVATIVE POSITION DETECTION TO SEE WHAT NO OTHER BRUSH SEES²



- The Oral-B® GENIUS™ is the first powerbrush to feature Position Detection technology; an intelligent monitoring system that pairs a motion sensor from the brush with Smartphone camera recognition to accurately track which areas have been brushed
- Patients receive instant feedback via the Oral-B® App to provide guidance on pressure applied and brushing duration to improve every session
- Inspired by dentists and hygienists, the Oral-B® GENIUS™ communicates correct brushing duration, helps avoid over-aggressive tendencies and maps brush placement so patients brush evenly and equally



RECOMMEND ORAL-B® GENIUS™ TO YOUR PATIENTS SO THEY NEVER MISS A ZONE

*vs a manual toothbrush

References:

1. Harnacke D et al. *J Periodontol* 2015;86(1):101-107. Available at: DOI 10.1902/jop.2014.140152 2. Data on file at P&G Canada. 3. Power Tech Manual. The history of power Brush evolution; 2011. P&G Oral. Available at: http://www.dentalcare.com/media/en-US/research_db/pdf/power/20151216_PowerTechManual_R1.pdf 4. Yaacob M, et al. Powered versus manual toothbrushing for oral health. *Cochrane Database of Systematic Reviews* 2014, Issue 6. Art. No.: CD002281. DOI: 10.1002/14651858.CD002281.pub3

© P&G 2016 ORAL-20591

