# 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. – Journal of Periodontology 2015

#### ORAL-B® - 25 YEARS OF **GROUND-BREAKING** Oral B INNOVATION<sup>2,3,4</sup>

- 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 HISTORY**<sup>2</sup>

- 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 use<sup>2</sup>

#### **UNIQUE ROUND CROSS-ACTION BRUSH HEAD<sup>2</sup>**

- · 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<sup>2†</sup>







**Pulsating Action** 

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

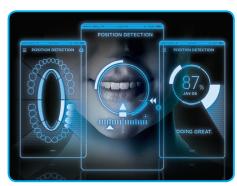
360° SMARTRING AND **POSITION DETECTION -**INTELLIGENT NEW FEATURES

#### **360° SMARTRING VISUAL ALERT SYSTEM<sup>2</sup>**

- 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 SEES<sup>2</sup>**



- 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:



