



# DENTAL PROFESSIONAL SOCIAL MEDIA TOOLKIT

Crest® + Oral-B® values your recommendation as a dental professional. These **FREE** assets have been created especially for you to share our latest innovation, Oral-B® iO™. These assets can be shared on your own online platforms such as Facebook and Instagram or with patients via e-mail. Give your patients a Sensational Clean & Irresistible Brushing Experience with the Oral-B® iO™.

## GET STARTED!

**Step 1:** Click on an image below and download it to share.

**Step 2:** Copy and paste the “supporting copy” that accompanies the photo.

Note: Be sure to include <https://oralb.com> as the URL to give your patients more information.

**Step 3:** Post or email regularly to keep the conversation going.

Image	Supporting Copy
	Our office has partnered with Crest® + Oral-B® to bring their latest innovations and best oral hygiene products to our patients. Get a Sensational Clean & Irresistible Brushing Experience with the Oral-B® iO™. Are you ready to be WOWed? Call our office to learn more!
	Did you Know? Your mouth is a breeding ground for plaque bacteria. Keep your mouth healthy with the Crest® + Oral-B® Transformational Gum Health System featuring the Oral-B® iO™ Electric Toothbrush. Call our office to learn more!
	Did you Know? A healthy mouth is part of a healthy body. Keep your mouth healthy with the Crest® + Oral-B® Transformational Gum Health System featuring the Oral-B® iO™ Electric Toothbrush. Call our office to learn more!
	It's important to make sure you are using the right toothbrush. iO technology takes the oscillation rotations from Oral-B's dental professional-inspired round brush head and combines them with the gentle energy of micro-vibrations for a professional clean feeling every day. Call our office to learn more!
	It's important to use the right amount of pressure when brushing to protect your gums and enamel. The Oral-B® iO™ features a Smart Pressure Sensor that displays a red light when brushing too hard and a green light when brushing just right. Call our office to learn more!
	When brushing, make sure every part of your smile is getting enough attention. Using Oral-B® iO's Artificial Intelligence, the Oral-B® App coaches you to help get your best clean for all areas of the mouth. Call our office to learn more!
	Personalize your brushing experience while ensuring you are brushing for the recommended brushing time of 2 minutes twice a day with the Oral-B® iO™ Electric Toothbrush. It delivers a uniquely personalized clean with 5 smart modes while the interactive display communicates mode setting, charging progress bar, and a 2-minute brushing timer. Call our office to learn more!