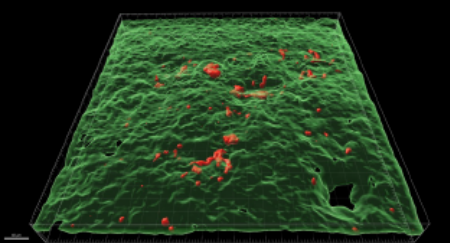

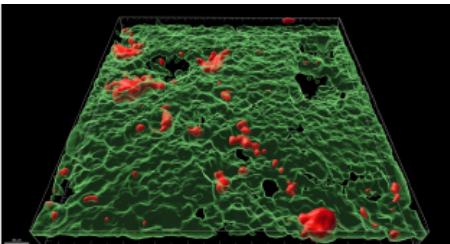

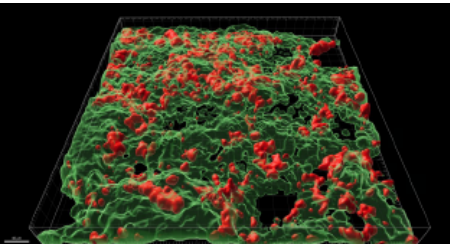

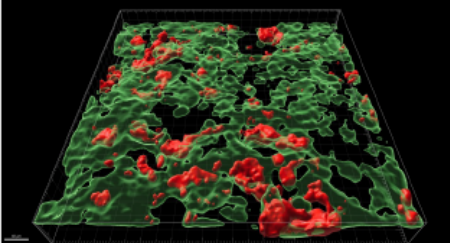

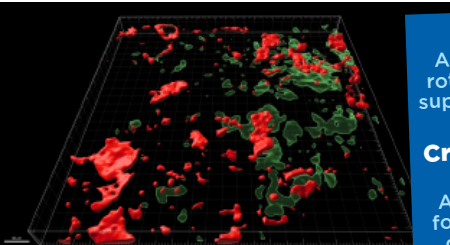


THE POWER OF CREST® + ORAL-B® SYSTEMS FOR GINGIVAL HEALTH, cont.

FINDINGS FROM AN *IN SITU* BIOFILM STUDY

A study using an *in situ* biofilm model⁴ shows a system with an Oral-B® iO electric toothbrush and Crest® Gum Detoxify stannous fluoride toothpaste reduces more plaque bacteria versus other treatments.

| TREATMENT - <i>IN SITU</i> BIOFILM | POST-TREATMENT RESULTS | | |
|--|--|-----------------|----------------------|
| | ■ Live Bacteria | ■ Dead Bacteria | ■ No Biofilm Present |
| Untreated plaque sample |  | | |
| Manual toothbrush + regular fluoride toothpaste  |  | | |
| Manual toothbrush + Crest® stannous fluoride toothpaste  |  | | |
| Oral-B® iO + regular fluoride toothpaste  |  | | |
| Oral-B® iO + Crest® Gum Detoxify stannous fluoride toothpaste  |  | | |

Oral-B® iO
Advanced oscillating-rotating technology for superior plaque removal²
+
Crest® Gum Detoxify Toothpaste
Advanced technology for reduction of plaque quantity and toxicity that lasts 12 hours^{5,6}

4. Chen D, et al. *Front Microbiol.* 2024 Feb 15;15:1327913. 5. Haught JC, et al. *Am J Dent.* 2016 Dec;29(6):328-33. 6. Klukowska MA, et al. *Am J Dent.* 2018 Aug;31(4):184-188. 7. Muñoz Bodnar A, et al. *J Dent Res* 2024; 103 (Spec Iss A): Abstract 2714.

Stannous fluoride dentifrice has been shown to increase health-associated commensal bacterial species and decrease pathogenic species.⁷

For more information about the superior benefits of unique, patented Crest® stannous fluoride, scan this QR code or [click here](#).

