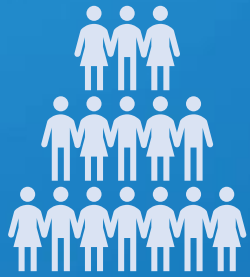


# Round for Ortho

Winning Penetration &  
Premiumization with OR for  
Orthodontic Patients



It's BIG in Oral Care



>3.5million teen patients in US

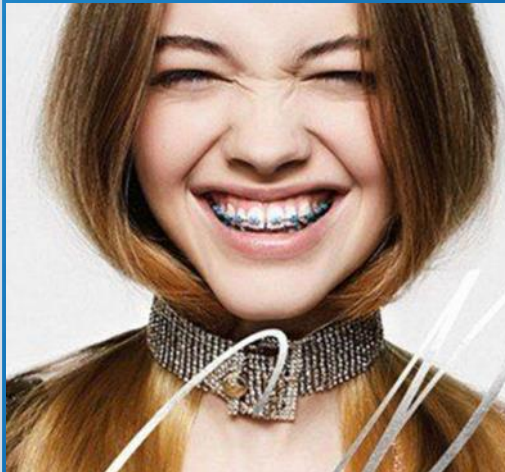


>8million active patients in Germany



>10million Invisalign Treatments worldwide<sup>1</sup>

It's not just for TEENS



1 in 4 Ortho patients are Adults

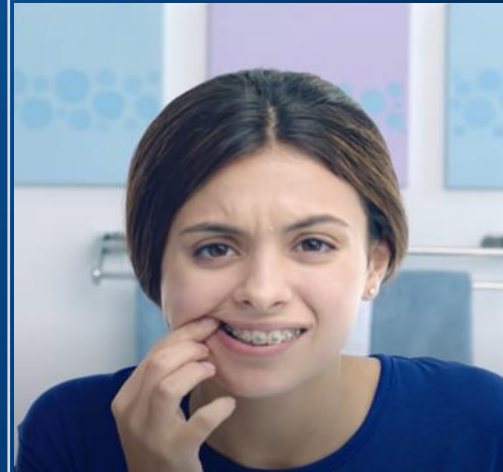
55% of patients are Female<sup>2</sup>

It makes good Oral Hygiene difficult



Up to **96%** of patients develop oral disease during orthodontics due to poor oral hygiene<sup>3</sup>

Poor Oral Hygiene risks complications



Extra 2.2months of treatment needed for 3+ poor oral hygiene records<sup>4</sup>

Higher risk of corrective treatments and additional costs to patients

Longer Treatments = Loss of Earnings for Orthodontists

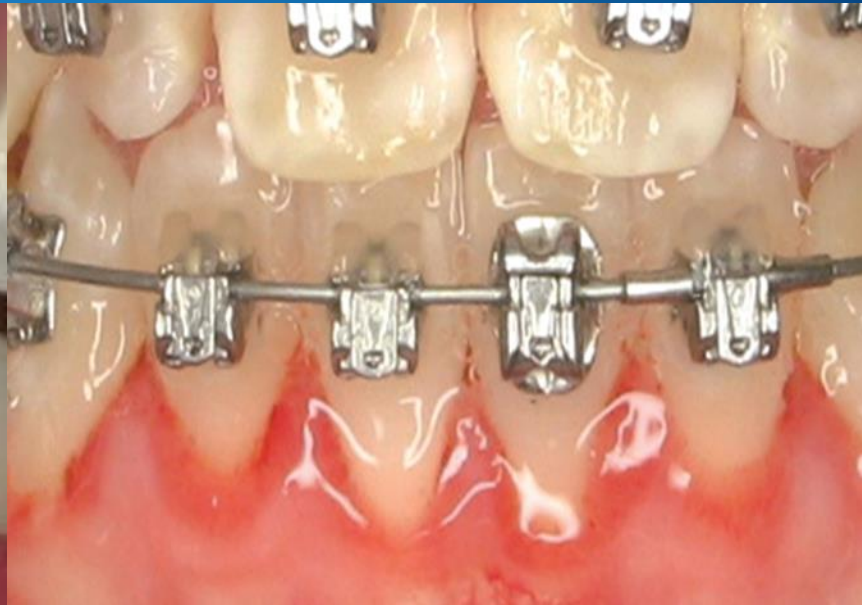


For a typical 2 year, \$7,000 orthodontic treatment each extra visit costs the practice **\$260 in Lost Profit<sup>5</sup>**

up to **96%** of all patients develop oral disease during orthodontics  
due to poor oral hygiene<sup>4</sup>



**White Spot Lesions<sup>1</sup>**



**Gingivitis<sup>2</sup>**



**Caries<sup>3</sup>**

<sup>1</sup>Erbe C et al 2019 Angle Orthod. 89:385–390  
<sup>2</sup>Data on file, P&G. Duncan Brown “White Paper”

<sup>3</sup>Morrow D et al Am J Orthod Dentofac Orthop1992;101:408-1313.

<sup>4</sup>Brown, et al (2015) The Angle orthodontist. 86. 10.2319/041515-249.1

# POOR ORAL HYGIENE DURING ORTHO LEADS TO LONGER TREATMENTS, MORE VISITS AND DISSATISFIED PATIENTS<sup>1</sup>

## LONGER TREATMENT

3+ poor oral hygiene entries could delay treatment completion by up to 2.2 months

## EXTRA COSTS FOR CORRECTIVE TREATMENT

Patient time and money lost on extra hygienist appointments and remedial post-orthodontic treatment

Decreased patient satisfaction impacts future referrals



<sup>1</sup>[https://www.researchgate.net/publication/7302406\\_Factors\\_influencing\\_treatment\\_time\\_in\\_orthodontic\\_patients](https://www.researchgate.net/publication/7302406_Factors_influencing_treatment_time_in_orthodontic_patients)

## MORE TIME IN THE CHAIR= LOSS OF EARNINGS

Problems caused by poor oral hygiene need extra time and appointments to fix

→ Increased overheads

→ Reduced practice profitability



For a typical 2 year,  
\$7,000 orthodontic  
treatment each extra  
visit costs the practice  
\$260 in Lost Profit

# Poor oral hygiene: why it hurts both the patient and the practice



Dr. Dana van Elslande, Specialist Orthodontist, Canada

# 3 Key Drivers of Oral Disease During Orthodontics



## DIFFICULTY

in removing plaque from hard to reach areas



## DISCOMFORT

Teeth feel sore during movement, which can prevent patients from brushing properly

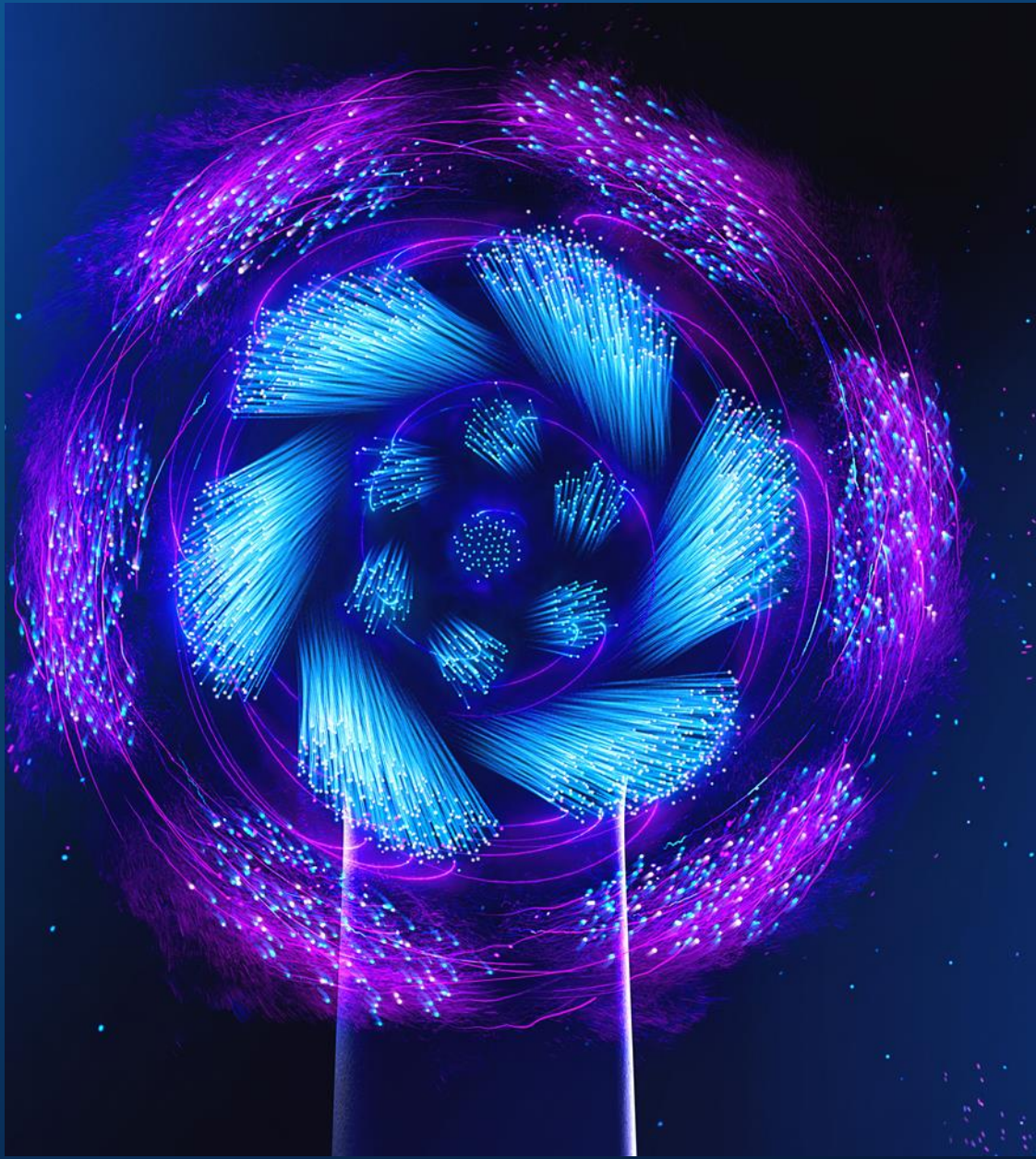


## LACK OF MOTIVATION

Due to life stage and reduced parental oversight



Oscillation Rotation Technology helps avoid complications to get the best out of Ortho Treatment



SUPERIOR CLEAN  
& REACH\*

GENTLE CLEAN

MOTIVATES  
TEENS TO  
BRUSH

\*vs a regular Manual Toothbrush





Ortho Patients can improve their oral hygiene simply by adopting iO

### Compelling Case Study results for Teen Ortho Patients

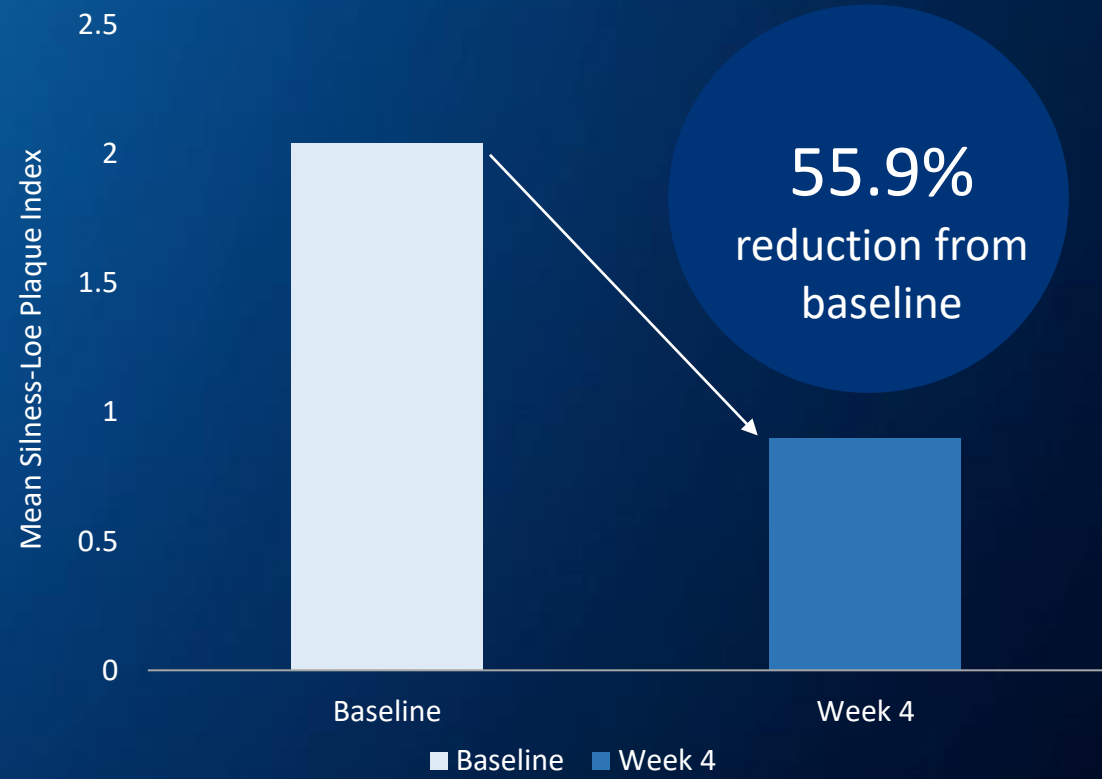


Dr. Greg Asatrian  
Specialist Orthodontist, USA

**55.9%** reduction in Plaque  
**47.6%** reduction in Gingivitis

*\*from baseline after 4 weeks use*

Plaque Reduction after 4 weeks of using Oral-B iO with Ultimate Clean & Targeted Clean Refills



Study Design	4 week Case Study
	7 teenage orthodontic patients with poor oral hygiene
	Products Evaluated
	<ul style="list-style-type: none"> <li>Oral-B iO9 brush, Ultimate Clean Refill, Targeted Clean refill</li> </ul>

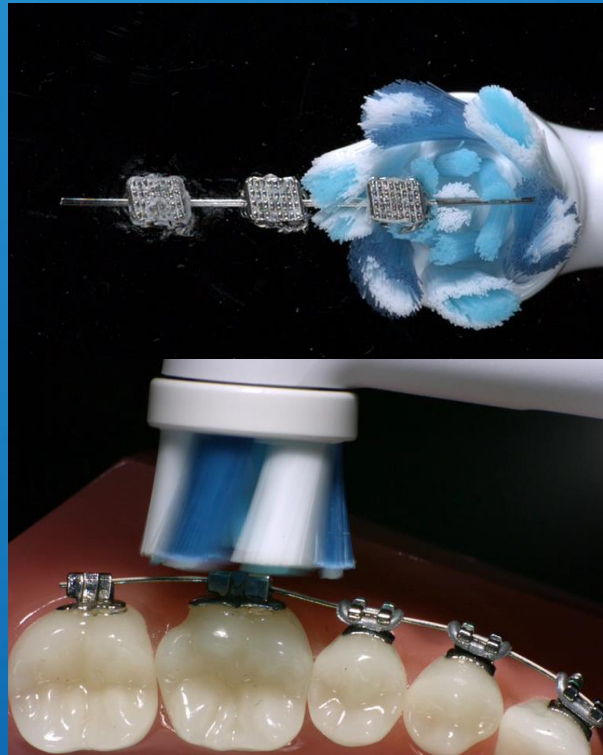




Highly Restricted

# A SENSATIONAL Clean for Braces, even in the most hard-to-reach areas

ROUND HEAD ADAPTS TO EACH TOOTH AND REACHES BEYOND THE WIRES



Oral-B's iconic small round head adapts effortlessly to each tooth

TARGETED CLEAN AROUND BRACKETS, WIRES AND BANDS



Specially designed with dental professionals, for areas that require special focus

VISIBLY IMPROVED PLAQUE REMOVAL\*



Baseline



After 2 months of using Oral-B iO

\* Case study images courtesy of Dr. Dana van Elslande



# Round for a Reason: a Superior Orthodontic Clean Made Easy



Small round head cups each tooth for easy interdental reach



Interdental reach with rectangular heads is technique sensitive

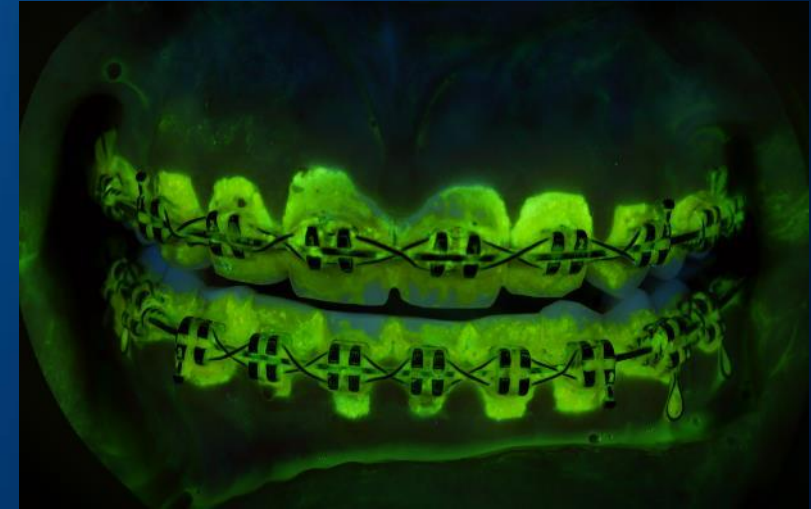
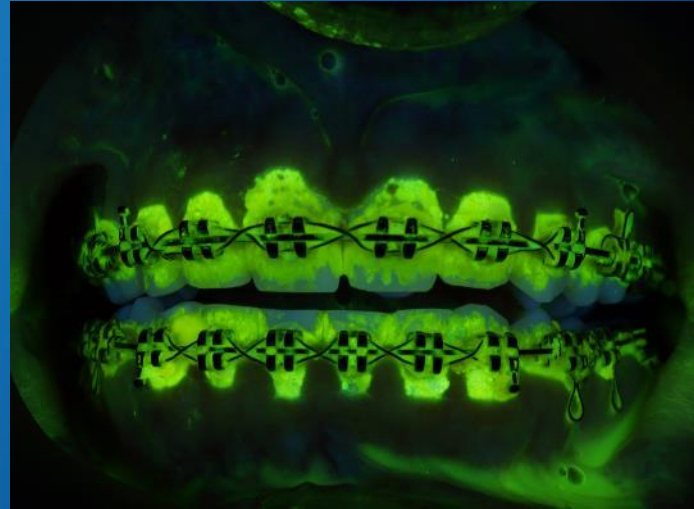
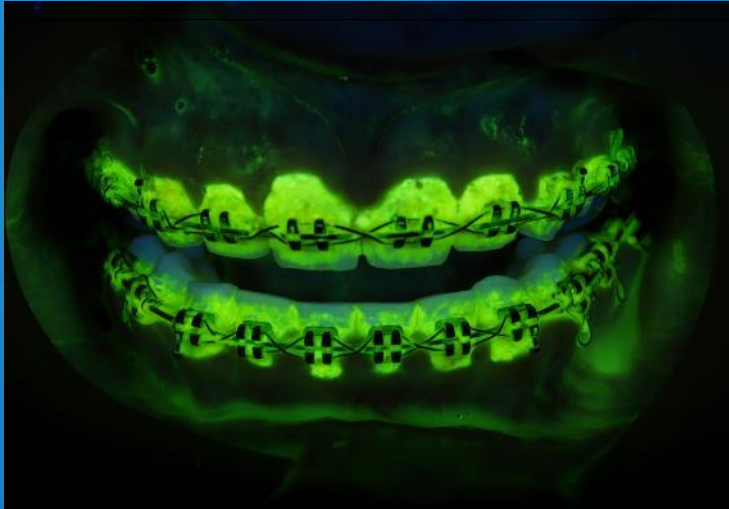
Oral-B iO's iconic small round head adapts effortlessly to each tooth, making it easier to clean orthodontic appliances

Manual Toothbrush

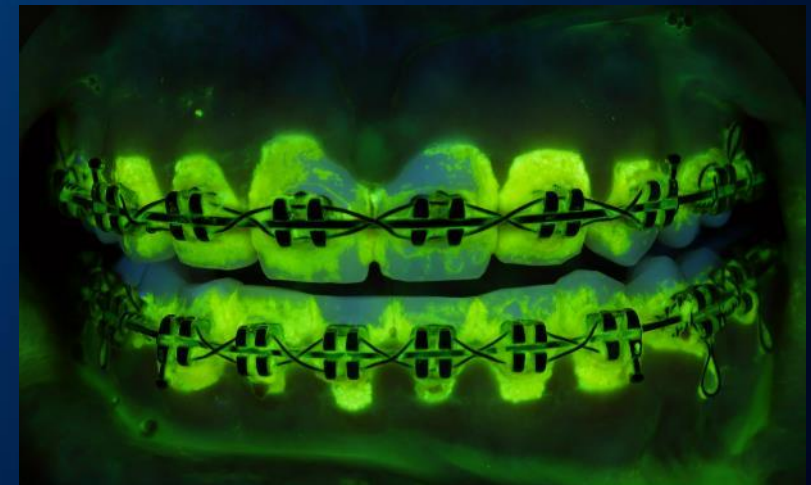
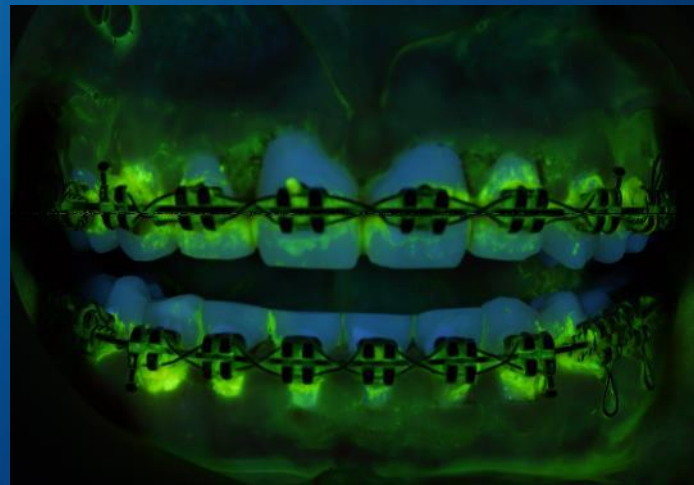
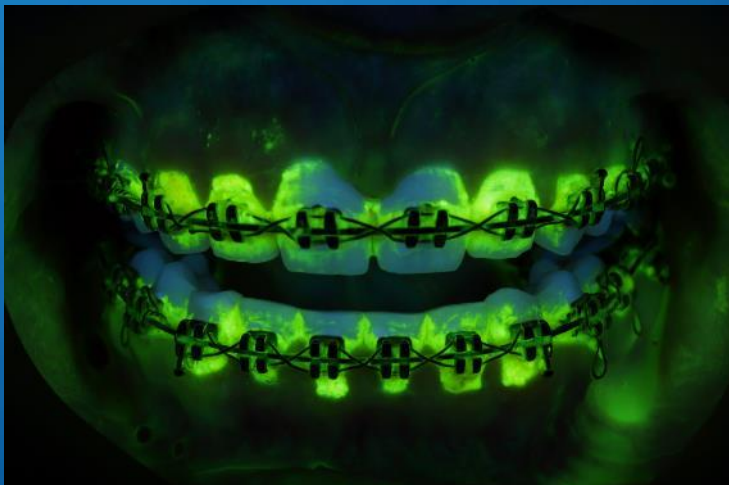
Oral-B iO

Sonicare Diamond Clean

Pre-Brush



Post-Brush





# TARGETED CLEAN

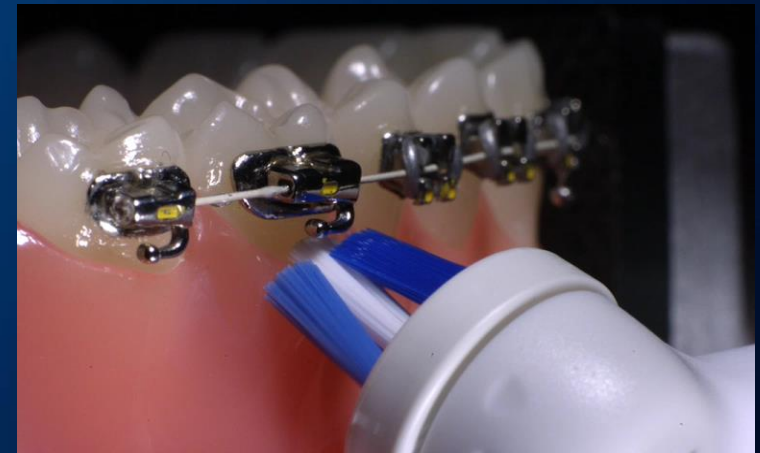
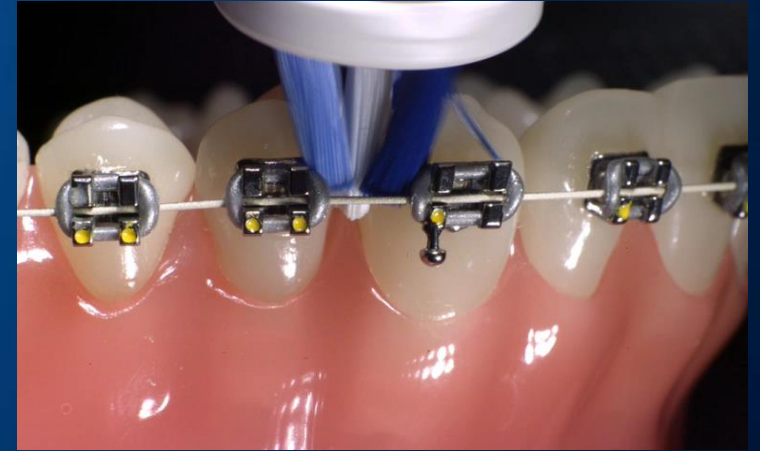
A one-of-a-kind brush head designed for areas that require special focus



**REACH** tight spaces with differing trim heights

**STRONG** central tuft supported by 3 angled tufts angled at 14°

**HIGH DENSITY** filament count for effective cleaning





# Orthodontic Case Studies: Meet the Patients



Dr. Dana van Elslande,  
Specialist Orthodontist  
Canada



Ghaile



Lexi



Emily



# Orthodontic patients report easier brushing with iO + Targeted Clean



“It’s like flossing but on the toothbrush”

**VISIBLY IMPROVED  
PLAQUE REMOVAL\***



Baseline



After 2 months of using Oral-B iO

\* Case study images courtesy of Dr. Dana van Elslande



“Oral-B is the only power toothbrush company that makes a refill like this. It sets you apart.”



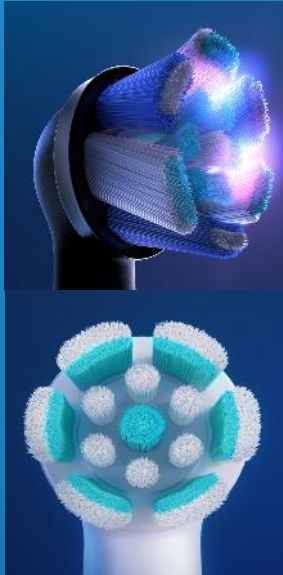
**Oral-B** iO™  
TARGETED CLEAN



Susan Wingrove, Hygienist, Global KOL



# Always a sensational, gentle and personalized clean



## BRUSH HEADS

Choice of Ultimate Clean and Gentle Care refill

Personalized brushing experience based on patient preference

Gentle feeling without compromise on cleaning



## MODES

A gentler brushing experience for patients with sensitive dentitions

Sensitive Mode: 20° oscillation angle

Super Sensitive Mode: 15° oscillation angle-ideal for very tender teeth during treatment



## SMART PRESSURE SENSOR

Optimal Pressure Guidance

# Users agree that iO provides a gentle & sensational clean feeling

## Routine Users



90%  
of users  
agree that  
iO provides a gentle  
clean on gums\*

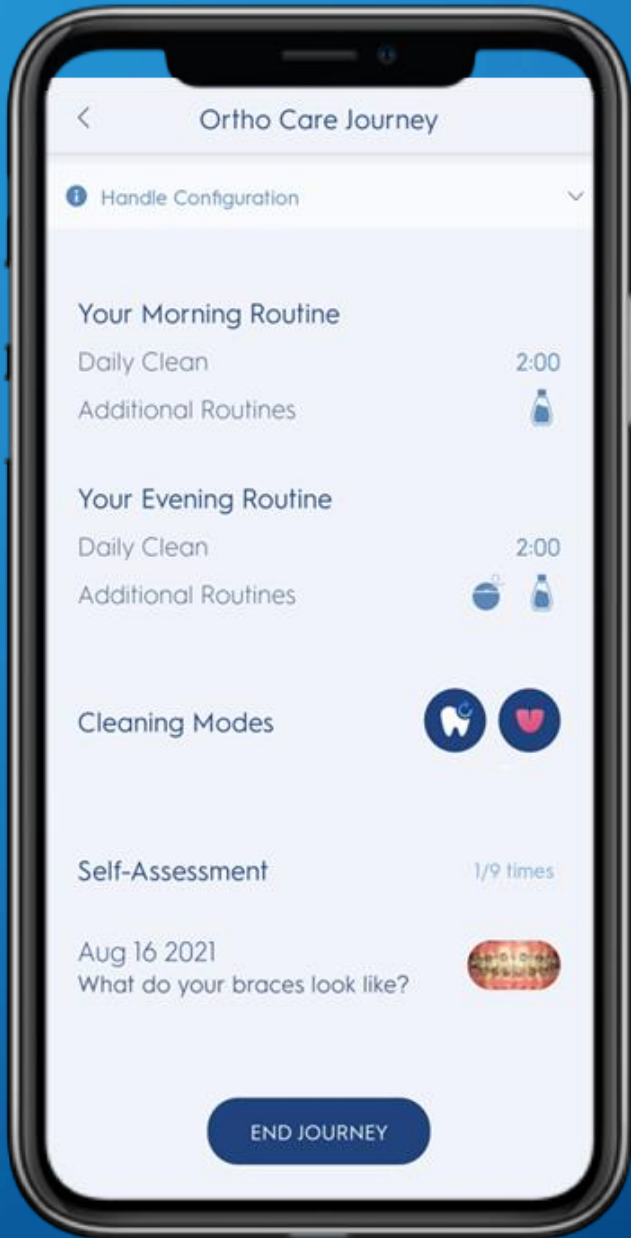
## Orthodontic Patients



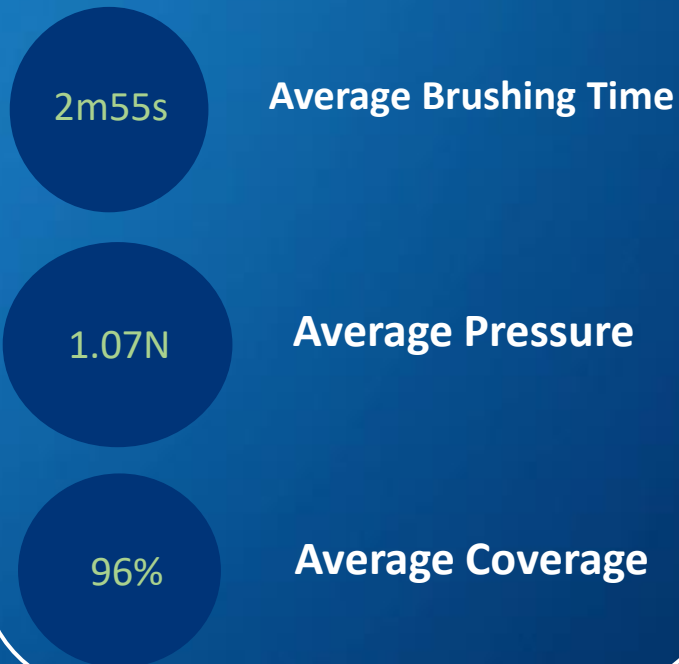
“It’s better on my gums  
and it’s not as loud”

<sup>1</sup>US Quant consumer use test, n=140  
<sup>2</sup>Case Study by Dr. Dana van Elsende

# Oral-B app Ortho Care Journey drives the right oral hygiene behaviors during Ortho<sup>1</sup>



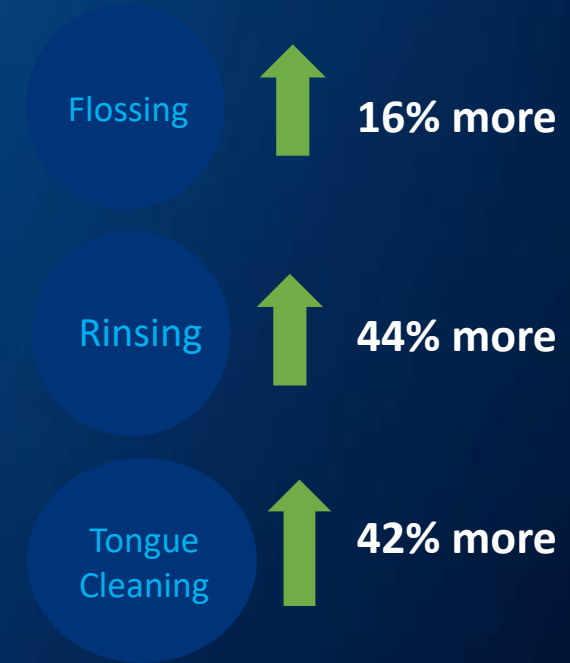
## Better Habits



### Orthocare Journey Daily Routine

2x2 min in Daily Clean Mode,  
2x tongue cleaning and rinsing,  
1x interdental cleaning  
2xSelf- assessment per day.

## Better Overall Routines\*



\*Increased self-reporting of key oral hygiene habits

<sup>1</sup> Oral-B App Data August 2021



# Proven to Motivate Brushing during Ortho

Case Study Findings:  
iO makes a difference to motivation

6/7 children  
reported they were more  
motivated to brush after  
using iO\*

All patients reported that  
they brushed longer, noticed an  
improvement in their oral  
hygiene and would recommend  
iO

\*based on a case study with 7 orthodontic patients by Dr. Greg Asatrian



“I was very motivated...the vibration and oscillation of the brush head made it an enjoyable experience each time”

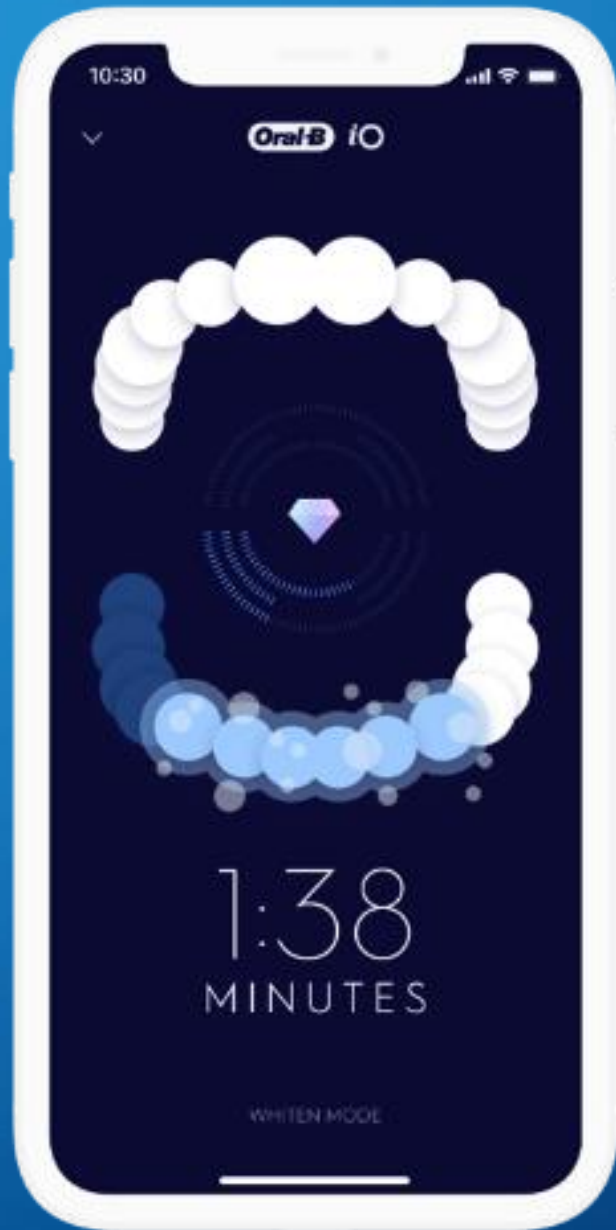


“It just kept me motivated because of the smiley face. I wanted to keep the toothbrush happy!”





# Oral-B App helps ortho patients achieve better brushing behaviors

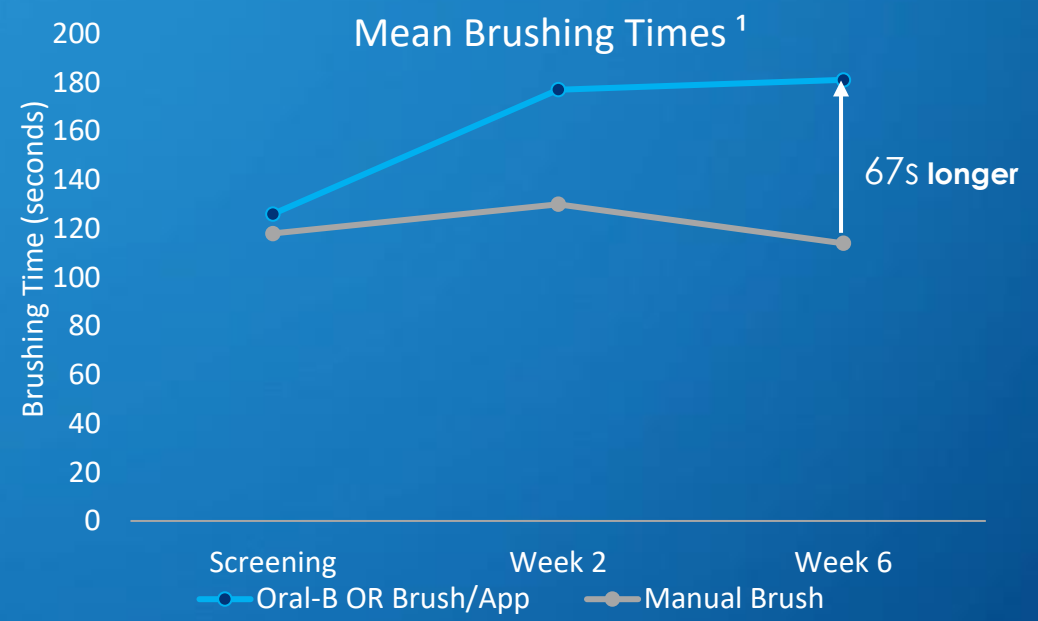


**“I use the Oral-B toothbrush app...it tells you when to brush which quadrant of your mouth...usually I just brush random areas so it was very helpful”**



# OR Technology: Proven to Drive Motivation in Orthodontic Patients

### OR 1.0 helps achieve Superior Brushing Behaviors<sup>1\*</sup>



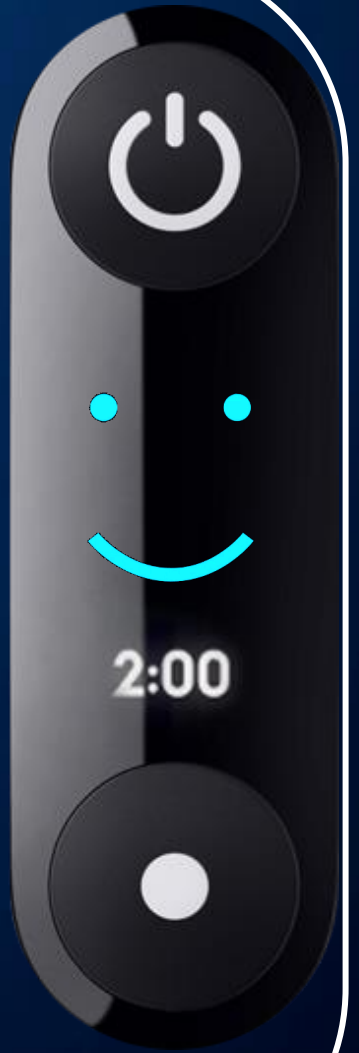
**67s longer** brushing  
**27% greater** motivation to brush x2 daily  
**20% greater** motivation to brush for >2mins

\* At 6 weeks v Manual Brushes

### Oral-B iO Case Study Patients report longer brushing and healthier gums\*



“I’ve noticed that my teeth are cleaner because I get to brush for the full two minutes”



<sup>1</sup> Erbe C et al. 2018 BMC Oral Health 18:130

# KOL Endorsement of Oral-B iO+ Targeted Clean for Orthodontic Patients by Dr. Greg Asatrian



“The Oral-B iO toothbrush does a really great job at evoking compliance out of the patient”

“One of my favorite features is... the smart pressure indicator”

“The positive reinforcement on screen giving the smiley face when the patient reaches 2 minutes is really powerful at increasing the patient’s overall experience and compliance throughout treatment”

How the Targeted Clean refill is uniquely designed to help orthodontic patients focus on and target areas that they are missing

“The Targeted Clean works so well at getting into that inter-bracket, interpapillary area...so that the patient can achieve gingival health”



# Dr. Greg Asatryan's Oral-B iO+ Targeted Clean Brushing Protocol for Orthodontic Patients





# Oscillation Rotation Technology helps avoid complications to get the best out of Orthodontic Treatment

Ortho is BIG in Oral Care

Up to **96%** of all patients develop oral disease during orthodontics due to poor oral hygiene<sup>1</sup>

Poor Oral Hygiene Risks Complications



The next generation in Orthodontic oral hygiene

Clinically Proven OR Technology

Endorsed by Patients & Dental Professionals