

# 2024 SCHOOLS PRODUCT GUIDE



TOGETHER WE CAN BUILD  
**HEALTHIER &  
BRIGHTER SMILES**



REVISED  
JULY 2024

## Providing your patients with at-home solutions that complement your in-office care

As a way to further support your work with patients, this guide offers a comprehensive look at the solutions Crest® + Oral-B® provides.

It's our goal to help you deliver individualized, effective care for each and every patient. With your treatment and recommendations in the office and the right support at home, we know that patient success is truly possible.

- 4 iO Electric Toothbrush Systems
- 8 Electric Toothbrushes
- 9 Kids Electric and Battery Toothbrushes
- 10 Replacement Brush Heads
- 12 Whitening
- 15 Toothpastes
- 17 Adult Manual Toothbrushes
- 20 Kids Manual Toothbrushes
- 21 Floss
- 22 Mouthwash
- 23 Dentures
- 25 Resale Policy

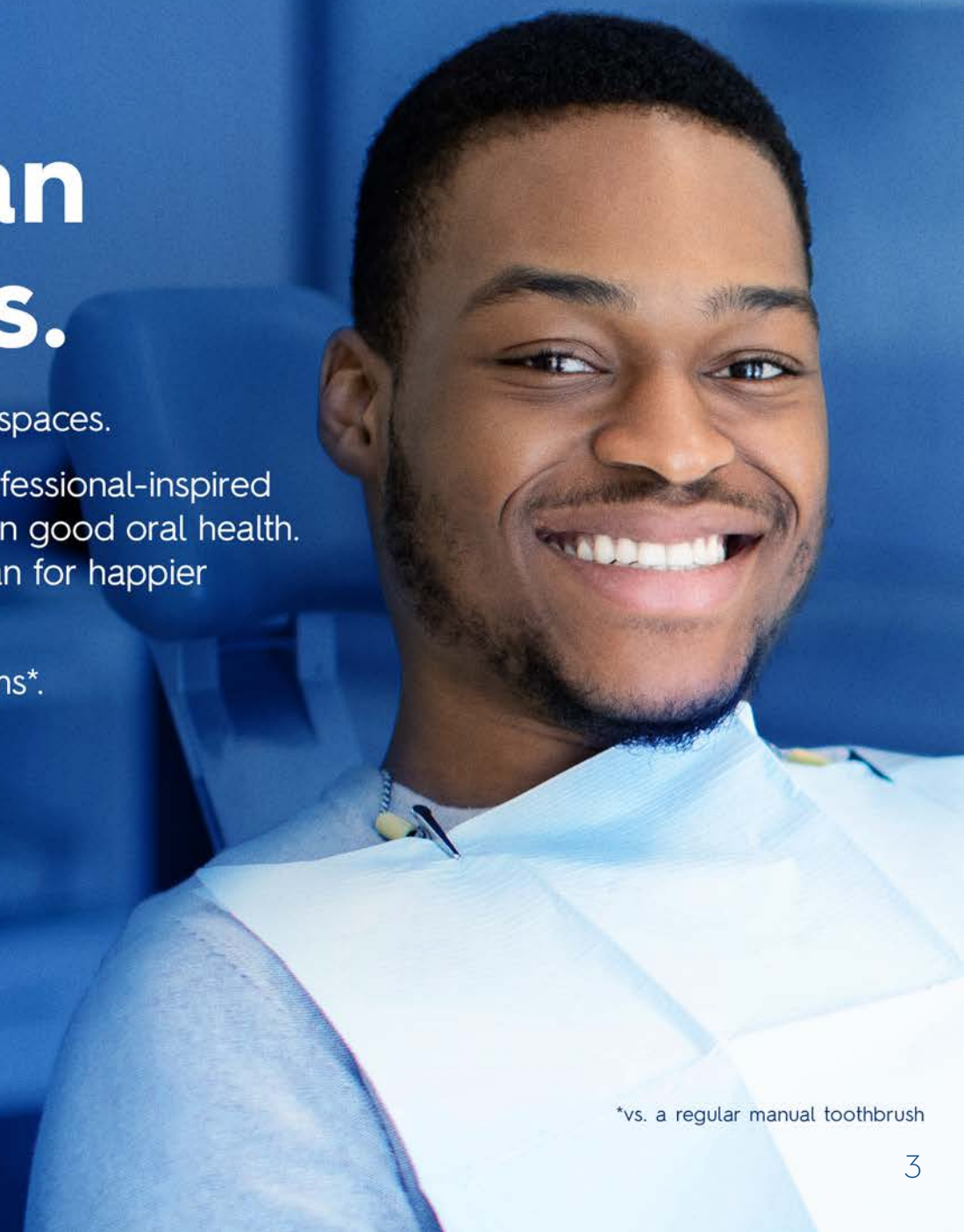


## A perfect clean for all patients.

Gaps. Caps. Overlaps. Braces with hard-to-reach spaces.

The Oral-B® electric toothbrush with its dental professional-inspired round brush head helps all patients – even those in good oral health. Make all at-home routines end with a perfect clean for happier patients and healthier check-ups.

Get 100% more plaque removal and healthier gums\*.



\*vs. a regular manual toothbrush

RETAIL VALUE \$279



SYSTEM INCLUDES  
1 YEAR OF BRUSH HEADS!



# A SENSATIONAL CLEAN PATIENTS CAN'T RESIST

TRANSFORM PATIENTS' GUM HEALTH, STARTING DAY 1. In a clinical study, 100% of patients moved to a state of healthy gums after just 12 weeks of use.



**ROUND BRUSH HEAD**  
Combines oscillation rotations from Oral-B's iconic round brush head with the gentle energy of micro-vibrations for an enjoyable brushing experience and a superior\* clean.



**CONCENTRATED ENERGY**  
Innovative magnetic drive delivers concentrated energy to the tips of the bristles where it's needed most, allowing the brush head to glide tooth by tooth for a smooth, gentle, quiet cleaning experience.



**SMART PRESSURE SENSOR**  
Provides guidance on how to brush with the right amount of pressure to help protect gums. The ring lights up green when optimal pressure is applied and red when the pressure is too hard.



**PERSONALIZATION**  
Artificial Intelligence with an easy-to-navigate interactive display with 5 brushing modes for your best clean in all areas of the mouth.

- TRANSFORMATIONAL GUM HEALTH SYSTEM
- Oral-B® iO™ Series 8 Electric Toothbrush
  - Crest® PRO-HEALTH™ Gum Detoxify™ & Restore Pro Toothpaste (4.6 oz)
  - Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
  - Oral-B® Glide™ Deep Clean Floss (16.4 YD/15 m)
- Brush heads included:** 3 Ultimate Clean, 1 Gentle Care  
**3 units/case**

RETAIL VALUE \$305



- SPECIALIZED CARE SYSTEM
- Oral-B® iO™ Series 6 Electric Toothbrush
  - Oral-B® Water Flosser Advanced
  - Crest® Pro-Health™ Gum Detoxify™ Toothpaste (4.8 oz)
  - Oral-B® Superfloss™ Mint (50 ct.)
  - Crest® Braces Care Precision Clean Brushes\* (20ct.)
- Brush heads included:** 1 Ultimate Clean, 1 Targeted Care  
**Nozzles Included\*:** 1 Precision Jet, 5 Aquafloss  
**3 units/case**
- \*Products included within the system may vary

# THE PERFECT PAIRING FOR A SUPERIOR\* WHOLE MOUTH CLEAN!

Help your patients **remove 100% more plaque\*** and **improve their gum health** with the Oral-B® iO™ while **gently removing interdental plaque** with the added convenience of the Oral-B® Water Flosser.



**iO™ ELECTRIC TOOTHBRUSH**  
Oral-B® iO™ Electric Toothbrush featuring a round brush head that combines oscillation rotations & micro-vibrations for a superior\* clean, concentrated energy, smart pressure sensor, personalization and more for a sensational clean patients can't resist.



**OXYJET™ TECHNOLOGY**  
Water enriched with microbubbles of air helps to improve gum health.



**PERSONALIZED EXPERIENCE**  
2 nozzles offer up to 4 stream settings. **Precision Jet Nozzle** clicks out for a single high-pressure stream and clicks in for a multi-jet stream. **Aquafloss Nozzle** push switch up for a targeted stream and pull switch down for a rotational stream.



**ON-DEMAND PULSE**  
Offers 2 exclusive pulse settings. **Continuous Mode** and **On-Demand Mode**, a special Oral-B® feature that allows patients to release water when needed for a targeted, controlled clean.



**INTENSITY LEVELS**  
Customizable with different water pressures: **Intense, Medium, and Sensitive.**

\*vs. a regular manual toothbrush

GINGIVITIS



iO™ GINGIVITIS SYSTEM

**Oral-B® iO™ Cleans Even Better than Oral-B® GENIUS™ X. Use together to virtually eliminate gingivitis**

- Oral-B® iO™ Series 6 Electric Toothbrush
- Crest® PRO-HEALTH™ Gum Detoxify™ Toothpaste (4.8 oz)
- Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
- Oral-B® Glide™ Deep Clean Floss (16.4 YD/15 m)

**Brush heads included:**

- Ultimate Clean

**3 units/case**

DAILY



iO™ DAILY CLEAN SYSTEM

**Designed for an easy switch to electric and superior\* oral health results**

- Oral-B® iO™ Series 2 Electric Toothbrush
- Crest® PRO-HEALTH™ Maximum Cavity Protection Toothpaste (4.3 oz)
- Crest® PRO-HEALTH™ Advanced Enamel Care Mouthwash (500 mL)
- Oral-B® Glide™ Deep Clean Floss (16.4 YD/15 m)

**Brush heads included:**

- Gentle Care

**3 units/case**

**All electric systems come in a FREE reusable tote bag!**



SPECIALTY



ORTHO ESSENTIALS SYSTEM

**Specially designed for Ortho patients. Premium technology for optimal oral health and an exceptional brushing experience**

- Oral-B® iO™ Series 6 Electric Toothbrush
- Crest® Pro-Health™ Densify™ PRO Intensive Clean Toothpaste (4.6 oz.)
- Crest® PRO-HEALTH™ Advanced Enamel Care Mouthwash (500 ml)
- Oral-B® Superfloss™ Mint (50 ct.)

**Brush heads included:**

- Ultimate Clean
- Targeted Clean

**3 units/case**



ORTHO STARTER KIT

**Designed with the basics in mind to get your Ortho patients started with the right products**

- Oral-B® Pro 500 Electric Toothbrush
- Crest® PRO-HEALTH™ Clean Mint Toothpaste (4.3 oz)
- Oral-B® Superfloss™ Mint (50 ct.)

**Brush heads included:**

- Precision Clean
- Sensitive Gum Care
- Interproximal Clean

**3 units/case**



IMPLANT SYSTEM

**Reinforce good oral care habits that support healthy gums & implant success**

- Oral-B® GENIUS™ X Professional Exclusive Electric Toothbrush
- Crest® PRO-HEALTH™ Gum Detoxify™ Toothpaste (4.8 oz)
- Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
- Oral-B® Superfloss™ (50 ct.)
- Oral-B® Sensitive Manual Toothbrush
- Oral-B® Glide™ PRO-HEALTH™ Deep Clean Floss (43.7 YD/40 m)

**Brush heads included:**

- 2 Sensitive & Gum
- CrossAction™
- Interproximal Clean
- FlossAction™

**3 units/case**

\*vs. a regular manual toothbrush

Oral-B® solutions that provide your patients with an exceptional clean

PRACTICE BUILDER



ORAL-B® iO™ SERIES 2  
ELECTRIC TOOTHBRUSH

- Removes 100% more plaque\* with advanced technology that's tough on plaque yet, gentle on gums
- Designed for an easy switch to electric toothbrushes with a 1 touch button, quiet sound, long-lasting battery, and it starts on the super-sensitive setting
- Automatic gum pressure sensor that slows down speed and signals red when brushing too hard
- 3 cleaning settings to easily choose your perfect clean
- 2-minute timer that alerts you every 30 seconds to change brushing zones

3 units/case



Oral-B® Vitality™ Pro 300  
Sensitive™ Toothbrush

- Effectively reduces plaque
- Timer encourages patients to brush fully by signaling after 2 minutes
- Attractively priced—recommended retail price under \$30

1 case of 3 units



Oral-B® Water  
Flosser Advanced

- Effectively removes plaque bacteria and food particles for healthier gums
- Deep cleans and detoxifies below the gumline\* with Oral-B®'s exclusive OxyJet™ technology
- 2 nozzles offer up to 4 stream settings for a personalized experience

1 case of 3 units



Oral-B® Vitality™ Pro 300  
FlossAction™ Toothbrush

- Effectively reduces plaque
- Timer encourages patients to brush fully by signaling after 2 minutes
- Attractively priced—recommended retail price under \$30

1 case of 3 units



Oral-B® Pro 100  
Precision Clean™  
Battery Toothbrush\*

- Tooth-by-tooth cleaning
- Better at plaque removal than a regular manual toothbrush

1 case of 12 units



Crest® + Oral-B®  
Kids 6+ Electric System\*

AMAZING CAVITY PROTECTION  
Remineralizes Weakened Enamel + Helps  
Prevent Demineralization†† + Provides  
Superior plaque removal\*‡

- Oral-B® Electric Toothbrush
- Includes 1 rechargeable handle, 1 charger, and 1 brush head
- Crest® Kids Advanced 6+ Sugar & Bacteria Shield Toothpaste (4.1 oz)
- Crest® PRO-HEALTH™ Advanced Multi-Protection Mouthwash (500 mL)
- Oral-B® Glide™ + Scope® Floss Picks\*\* (75 ct.)
- **FREE** Kids Bag

3 units/case



Crest® + Oral-B®  
Kids 3+ Electric System\*

For children 3+, electric toothbrushes  
are safe and the most effective  
brushing option†

- Oral-B® Electric Toothbrush (Disney Princess or Marvel Spiderman)
- Includes 1 rechargeable handle, 1 charger, 1 brush head and 4 handle stickers
- Crest® Kids Advanced Color Changing Toothpaste (4.2 oz)
- Oral-B® Glide™ Gum Care™ Floss Picks\*\* (30 ct.)
- **FREE** Kids Bag

3 units/case



Also available:  
Oral-B® Kids' Battery  
Toothbrushes for kids 3+  
1 case of 24 units

\*vs. a regular manual toothbrush

†Helps reduce plaque bacteria and inflammatory components associated with gingivitis, when used as an adjunct to brushing, flossing and regular professional care

\*\*will change to Oral-B® PROClean Battery Toothbrush with CrossAction Refill Head

† When used as directed

†† Toothpaste and Mouthwash

‡ vs. regular manual toothbrush

\*Kid's systems/components are subject to change

\*\*Adult supervision recommended for children under 10

©Disney © Marvel © & TM Lucasfilm Ltd.

Oral-B® has an option for everyone.

Oral-B® iO™ Brush Heads

ONLY compatible with Oral-B® iO™ electric handles



Oral-B® iO™ Targeted Clean

- Ideal for cleaning around crowns, bridges, implants, and orthodontic appliances
- Innovative bristle pattern packs high bristle density in a focused design, to effectively access and clean hard to reach areas

6 packs/case



Oral-B® iO™ Ultimate Clean

- Reduces plaque build-up along the gumline
- Dual-length bristles surround and reach deep in-between teeth and have higher density for an ultimate clean
- Longer, thinner bristles target hard-to-reach areas while shorter, outer bristles support thorough surface cleaning

6 packs/case



Oral-B® iO™ Gentle Care

- Oral-B® iO's gentlest brushing experience
- Up to 4,000 high density filaments for a gentle and effective cleaning experience
- Optimized bristle patterns adapt to the curves of the teeth and gums, but are extra soft for maximum comfort

6 packs/case



Oral-B® Sensitive & Gum\*

- Now with X-shaped bristles that clean deeper and better\*\*
- Superior plaque removal and gum protection\* in one revolutionary brush head
- Features ultra-thin soft bristles that provide a gentle brushing experience along the gumline
- Regular bristles effectively remove plaque
- Improves gum health

6 boxes/case



Oral-B® CrossAction™\*

- Now with X-shaped bristles that clean deeper and better\*\*
- Unique Oral-B® CrossAction™ bristles gently brush deep between teeth and lift plaque
- Max Clean bristle technology: green bristles turn yellow to signal when it's time to replace the brush head
- Features bristles precisely angled at 16° to perfectly adapt to each tooth
- High-density bristle field with soft, end-rounded bristles for a gentle clean

6 boxes/case



Oral-B® FlossAction™\*

- Now with X-shaped bristles that clean deeper and better\*\*
- Unique MicroPulse™ bristles penetrate deep between teeth and sweeps away up to 92% of plaque from hard-to-reach areas†
- Max Clean bristle technology: green bristles turn yellow to signal when it's time to replace the brush head
- Use to reduce excessive plaque and help prevent tartar build-up

6 boxes/case



Oral-B® Sensitive Gum Care\*

- ExtraSoft bristles made of a soft, crimped filament
- Use to gently clean sensitive teeth and inflamed gums
- Great brush head refill for kids 3+

6 boxes/case



Oral-B® Interproximal Clean\*

- The special interspace bristles clean between teeth, as well as around bridges, crowns, implants, and orthodontic appliances

6 boxes/case



Oral-B® Kids 3+\*

- Extra soft bristles are gentle on children's teeth and gums
- Fits all Oral-B® Electric Rechargeable Toothbrushes (except Oral-B® iO™)

6 boxes/case

\*Not compatible with the Oral-B® iO™ Handle.  
\*\*vs. regular bristles  
†vs a regular manual toothbrush.

\*Not compatible with the Oral-B® iO™ Handle.  
\*\*vs. regular bristles  
†Based on a single use brushing study.

## Crest®: #1 Dentist-Recommended At-Home Whitening Brand

### FASTEST RESULTS



#### Crest® 3DWhitestrips™ Supreme Professional Exclusive + Light'

- Our fastest, most effective whitening solution. Whiten 50% better in just 3 days\* for 100% noticeably whiter teeth.
- 11% Hydrogen Peroxide removes over 25 years of stains.
- AdvancedSEAL™ No Slip Technology for a better whitening experience.
- 21 Applications (42 strips) and 1 LED Light per Kit.

4 kits/case



#### Crest® 3DWhitestrips™ Professional Effects

- Start seeing a whiter smile in 3 days with full results in 20 days.
- 10% Hydrogen Peroxide removes over 15 years of stains.
- Features AdvancedSEAL™ No Slip Technology.
- 20 Applications (40 Strips) per Kit.

8 kits/case

### VIRTUALLY ZERO SENSITIVITY



#### Crest® 3DWhite Daily Whitening Serum with LED Accelerator Light

- Highly active micro-droplets with over 20% hydrogen peroxide suspended in a water-resistant base whiten while keeping teeth hydrated. 3% peroxide overall.
- Crest® LED Accelerator Light boosts results by rapidly breaking down stains.
- Perfect for patients with sensitivity or younger patients 12+.
- Approximately 32 uses per kit.

3 kits/case



#### Crest® 3DWhite Daily Whitening Serum

- The perfect daily whitening solution to maintain a white smile.
- 3% peroxide overall.
- Perfect for patients with sensitivity or younger patients 12+.
- Approximately 32 uses per kit.

8 kits/case



\*Available only through Dental Professionals  
 †vs Crest 3DWhitestrips alone

## For patients with gingival inflammation and bleeding

**Crest**  
 Protect gums up to 4mm below the gumline

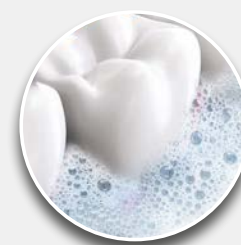


Detoxifies subgingival plaque<sup>1</sup>

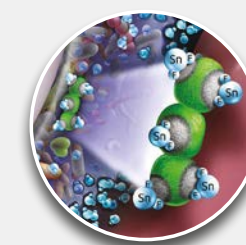


\*with twice daily brushing

### Stannous fluoride substantive technology keeps working to neutralize toxins and heal gums\*, fast



**Deeper** biofilm penetration<sup>†</sup> with Activated Foam



**Better** toxin neutralization<sup>‡§</sup>



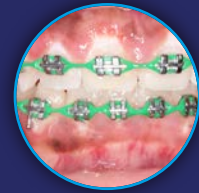
**Reduces** bleeding even around implants<sup>2</sup>

\*with twice daily brushing  
 †In situ biofilm.  
 ‡vs Colgate® TotalSF Whitening and Paradontax™  
 §Klukowska M, et al. Am J Dent 2018;31(4):184-188  
 2Data on file

# RECOMMEND **Crest** FOR SUPERIOR GUM PROTECTION

## The consequences of bleeding

- 3.2x more likely to have attachment loss<sup>1</sup>
- 4.6x more likely to lose a tooth<sup>1</sup>



Ortho

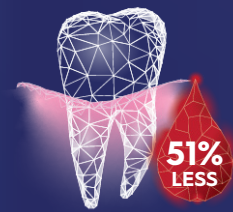


Implant



Gingivitis

### Meta-analysis of literature on Crest® stannous fluoride formulations



**51% less bleeding**  
vs Sodium Fluoride<sup>2</sup>

**3.7x**  
**GENERALLY HEALTHY**

By using Crest® formulations your patients are **3.7x more** likely to shift to generally healthy (<10% bleeding) vs Sodium Fluoride Toothpaste<sup>2</sup>

**PLAQUE TOXICITY REDUCED**

Even in patients who appear healthy, plaque toxicity is reduced preventing gingivitis symptoms<sup>5</sup>

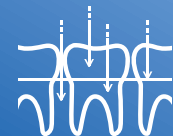
These benefits are similar to reductions in bleeding seen:

2 weeks flossing<sup>3</sup> / 1 week post-prophy<sup>4</sup>



**EXPERTISE**  
YOU CAN TRUST

**60+** years of formulating experience,  
**200+** US patents, **100+** clinical trials



**EFFICACY**  
TO BELIEVE IN

**Significantly deeper penetration** of the biofilm\*\* and better neutralization of harmful toxins vs. Colgate Total SF & Parodontax.



**EXPERIENCE**  
PATIENTS LOVE

**69%** of people who brushed with Crest® Gum Detoxify™ wanted to brush longer<sup>5</sup>

References located on page 27

## Health

### SOFT TISSUE



#### Crest® PRO-HEALTH™ Gum Detoxify™\*

- Formulated to penetrate tough biofilm and neutralize toxins up to 4mm below the gumline for clinically proven healthier gums.
- 51% less bleeding sites in three months vs. sodium fluoride<sup>1</sup>

Full size (4.8 oz):  
1 case of 24 tubes

Trial size (0.85 oz):  
1 case of 72 tubes



#### Crest® PRO-HEALTH™ Sensitive and Gum\*

- Starts treating sensitivity immediately by blocking dentinal tubules, for relief within days!<sup>2</sup>
- Formulated for mitigation of gingival inflammation and sensitivity
- Provides patients with a gentle brushing experience.

Trial size (0.85 oz):  
1 case of 36 tubes

### HARD TISSUE



#### Crest® PRO-HEALTH™ Densify Pro\*

- Formulated to optimize fluoride uptake while preventing loss of minerals.
- 83% less erosion than sodium fluoride and MFP toothpaste<sup>2</sup>

Full size (4.6 oz):  
1 case of 24 tubes

Trial size (0.85 oz):  
1 case of 72 tubes

### PREVENTION



#### Crest® PRO-HEALTH™ Maximum Cavity Protection\*

- Fights cavity-causing plaque better than regular fluoride.
- Anti-bacterial<sup>†</sup>, protects for up to 12 hours.

Full size (4.3 oz):  
1 case of 24 tubes

Trial size (0.85 oz):  
1 case of 72 tubes



#### Crest® PRO-HEALTH™ Clean Mint\*

- Reaches 100% of mouth surfaces and protects against plaque bacteria that lead to gingivitis.
- Minty formula freshens breath.

Trial size (0.85 oz):  
1 case of 72 tubes

\*P&G calculation based on U.S. reported sales data for yr ending w/o 3/28/20

<sup>1</sup>Biesbrock A et al. J Clin Periodontol (2019) Sep 28. doi: 10.1111/jcpe.13203

<sup>2</sup>West N. et al. Bioavailable gluconate chelated stannous fluoride toothpaste meta-analyses: Effects on dentine hypersensitivity and enamel erosion. Journal of Dentistry, Volume 105, 2021.

\* Stannous Fluoride

\*\* Sodium Fluoride

\*\*\*Sodium MFP

<sup>†</sup>plaque bacteria



## Whitening and Kids

### WHITENING



#### Crest® 3DWhite™ Brilliance\*\*

- Whitens teeth by removing 100% more surface stains.†
- 24-hour surface stain prevention with twice daily brushing.

Full size (4.6 oz):  
1 case of 24 tubes

Trial size (0.85 oz):  
1 case of 72 tubes

### KIDS



#### Crest® Kids Advanced 6+ Sugar & Bacteria Shield\*

- Advanced antibacterial fluoride formula protects kids from cavities better than any other toothpaste.
- 12-hour protection against cavities, gingivitis, and plaque buildup.

Trial size (0.85 oz):  
1 case of 72 tubes



#### Crest® Kids Advanced Color Changing Toothpaste, starting at 3+\*\*\*

- Color-changing formula helps kids brush up to 2X longer
- Changes colors from blue to pink after 2 minutes of brushing
- Fights cavities with fluoride formula

Full size (4.2 oz):  
1 case of 24 tubes



#### Crest® Kids Cavity Protection for kids of all ages, starting at 2+\*\*

- Fights caries
- Gentle on tooth enamel
- Sparkle Fun formula in fun bubblegum flavor kids love

Full size (4.6 oz):  
1 case of 24 tubes

Trial size (0.85 oz):  
1 case of 72 tubes

\*Stannous Fluoride  
\*\* Sodium Fluoride  
†vs regular toothpaste  
\*\*\*Sodium MFP

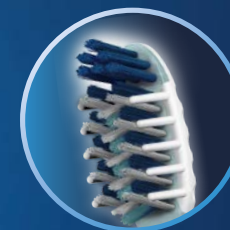
## Oral-B® #1 DENTIST-RECOMMENDED TOOTHBRUSH BRAND WORLDWIDE



CROSSACTION™ ATTACKS PLAQUE 5X WITH EVERY STROKE



POLISHED END-ROUNDED BRISTLES FOR A GENTLE CLEAN



POWER TIP BRISTLES REACH DEEP



TONGUE & CHEEK CLEANER REMOVES ODOR-CAUSING BACTERIA

### Perfectly angled bristles for superior plaque removal



#### ORAL-B® CROSSACTION™ ALL-IN-ONE



REACH DEEPER & REMOVE MORE PLAQUE BETWEEN TEETH\*  
35 Soft

Available in 4 colors†

1 box of 12 brushes



#### ORAL-B® CROSSACTION™ GENTLE CLEAN



35% MORE FLEXIBILITY  
EXTRA SOFT BRISTLES

**Sensitive Brush**

35 Extra Soft

Available in 4 colors†

1 box of 12 brushes



#### ORAL-B® CROSSACTION™ COMPACT



UP TO 100% BETTER REACH IN TIGHT SPACES\*

PROFESSIONALLY INSPIRED COMPACT BRUSH HEAD

23 Soft

Available in 4 colors†

1 box of 12 brushes

Imprint available for all brushes with the exception of Healthy Clean and Kids toothbrushes.  
\*vs. a regular manual toothbrush.  
†Toothbrush colors are subject to change

## Oral-B®: #1 Dentist-recommended toothbrush brand worldwide

### GUM HEALTH

#### Oral-B® Gum Care Compact



- Compact brush head provide effective clean in hard-to-reach areas
- Extra soft, multi level bristles provide softness on gums and a deep clean
- Improves Gum Health in 2 Weeks



**Compact 21 extra soft**  
Available in 4 colors†  
1 box of 12 brushes

### GREAT CLEAN FOR EVERY PATIENT

#### Oral-B® Deep Clean



- Power Tip bristles reach deep to provide a more thorough clean\*

**35 soft**  
Available in 4 colors†  
1 box of 12 brushes

#### Oral-B® Sensitive



- Extra soft, end-rounded bristles are gentle on teeth and gums



**35 extra soft**  
Available in 4 colors†  
1 box of 12 brushes

#### Oral-B® Vivid Whitening



- Delivers a brighter, whiter, healthy-looking smile
- Polishing cup bristles clean and whiten teeth by gently removing surface stains

**35 soft**  
Available in 4 colors†  
1 box of 12 brushes

### BASIC CLEAN

#### Oral-B® Indicator™



- Removes plaque and food from teeth to prevent decay
- Blue Indicator Bristles fade to signal when to replace toothbrush

**30 and 35 soft**  
Available in 4 colors†  
1 box of 12 brushes

#### Oral-B® Healthy Clean



- Provides basic plaque removal
- End-rounded bristles are gentle on teeth and gums
- Curved comfort bristles clean between teeth

**40 soft**  
Available in 3 colors†  
1 box of 12 brushes

### ORTHO

#### Oral-B® Orthodontic Ergo Grip Brush



- Special V-trimmed bristles to remove plaque from braces and teeth
- Cleans wires and brackets associated with retainers, headgear, and other types of orthodontic work



**35 soft**  
1 box of 12 brushes

Imprint available for all brushes with the exception of Healthy Clean and Kids toothbrushes.  
\* vs a regular manual toothbrush  
† Toothbrush colors are subject to change

Imprint available for all brushes with the exception of Oral-B® Healthy Clean and Kids toothbrushes.  
† Toothbrush colors are subject to change



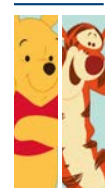
\*Made with US and imported parts

KIDS



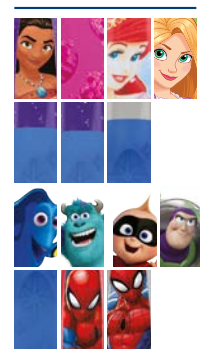
- Baby-soft bristles
- Cushioned head protects baby's gums
- Nonslip handle designed for a parent's hand

Available in fun Disney Pooh character graphics



- Tongue Cleaner feature
- Tapered head and Power Tip bristles for first permanent teeth
- Bigger, squeezable handle for a good grip

Available in Disney Princess and Frozen, Disney•Pixar and Marvel Spiderman character graphics



Assorted characters available in boxes of 6



- Power Tip combined with CrossAction™ bristles for good reach and clean
- Color changing bristles transform from green to yellow to signal when it's time to replace the toothbrush
- Handle sized for comfort and control
- Available in 4 fun colors and galaxy graphics

- Teal
- Pink
- Green
- Dark Blue



\*Made with US and imported parts



Crest® + Oral-B® 3+ character products are compatible with the **FREE** Disney® Magic Timer App by ORAL-B®

#1 Dentist-recommended Floss Brand, Oral-B®



Oral-B® Glide™ + Scope Floss Picks (3-pack sachet)

- Slides up to 50% more easily\*
- Removes plaque to fight bad breath for long lasting freshness
- Great for getting patients to start flossing



Oral-B® Glide™ Deep Clean

- Slides easily between tight teeth
  - Cool Mint Flavor
- Available in 4 m and 15 m



Oral-B® Glide™ Healthy Gums

- Cleans below gumline to help prevent gum problems\*\*
- Scrubbing fiber grips and removes plaque bacteria where a brush can't reach
- Micro-textured to clean powerfully

Available in 160 meter Font Refills and Disposable Vials



Oral-B® Glide™ Threader Floss For use in cleaning around fixed bridges, orthodontic appliances, and implants

- Soft cushioned floss with built-in threader tip is gentle on gums
- Clean under and around bridges, braces, and implants
- Each envelope contains 5 threaders

150 units/box



Oral-B® Superfloss™

- Easy insertion with stiff end threader
- Effectively cleans large interproximal areas with soft, spongy floss
- Ideal for patients with crowns, bridges, orthodontic appliances, implants, or large interproximal spaces

Trial pack—100 bags of 10 flosses

Office pack—24 boxes of 50 flosses



Oral-B® Expandable Dental Floss

- Fiber expands to clean deeply in tight & wide spaces
- Soft texture is gentle on gums
- Signals where floss string has already been used

54.6 yd (50 m)



Oral-B® Complete SATINFLOSS™

- Exceptional shred resistance and strength
- Satin-like finish is gentle on gums and fingers

Available in 5.5 yd and 10 yd

\*vs. a leading floss pick  
\*\*plaque and gingivitis, as part of a complete dental plan

PRE-PROCEDURAL RINSES



**Crest® PRO-HEALTH™ Advanced Enamel Care Mouthwash**

- Anticavity fluoride mouthwash
- Contains Cetylpyridinium chloride (CPC) to kill bad breath germs
- Alcohol free
- Fresh Mint flavor

**1 L: 6 bottles/case**  
**1.2 fl oz: 48 bottles/case**



**Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash**

- Formulated with CPC to reduce plaque and gingivitis and kill bad breath germs
- Alcohol free
- Clean Mint flavor

**1 L: 6 bottles/case**



**Crest® 3D White™ Glamorous White Mouthwash**

- Contains 1.5% Hydrogen Peroxide
- Whiter smile in 7 days<sup>†</sup>
- Protects against stains with Whitelock Technology
- Kills bad breath germs and Fresh Mint flavor freshens breath

**946 mL: 4 bottles/case**



**Crest® Scope® Classic Mouthwash**

- Freshens Breath
- Kills Millions of Bad Breath Bacteria
- Original Mint flavor

**1 L: 6 bottles/case**  
**1.2 fl oz: 48 bottles/case**



**Crest® Densify™ Mouthwash**

- Actively rebuilds tooth density to extend the life of teeth by strengthening enamel to fight cavities
- 2X Enamel Protection\*
- Fluoride helps to prevent cavities
- Restores weakened enamel
- Alcohol Free
- Clean mint flavor leaves breath feeling refreshed
- Recommend for ages 6+

**946 mL: 6 bottles/case**

\*remineralizes weakened enamel and prevents demineralization †with brushing by removing surface stains

**Fixodent®: #1 dentist recommended denture adhesive brand\***



**Fixodent® Denture Starter Kit**

- Our Denture Starter kits help your patients become confident with their new smile. Each kit includes:
  - One Ultimate Fixodent Professional Adhesive cream (0.35 oz). The precision tip nozzle provides easy application for full and partial dentures
  - One Oral-B Denture brush cleans denture surfaces and removable partial appliances
  - One Crest Mouthwash to kill bad breath germs
  - Information to help your patient become familiar with caring for their dentures

**1 case of 24 kits**



**Fixodent® Professional Denture Adhesive Gravity Feed Box**

- Our ULTIMATE Denture Adhesive Cream
- Designed with Dentists
- Best Hold\*\*, Best Food Seal\*\*, Best Gum protection\*\*
- Precision Tip nozzle provides easy application on both full and partial dentures

**1 box of 50 tubes**



\*Among dentists that recommend brands of adhesive. \*\*In our Fixodent Line-up

## Fixodent®: #1 dentist recommended denture adhesive brand\*



### Fixodent® + Scope® Denture Adhesive (2.0 oz)

- Combines the freshness of Scope® with Fixodent's all day hold
- Control tip applicator applies denture cream where patients want it with less ooze\*\*
- Its powerful seal helps keep food out from between dentures and gums
- Great for full and partial dentures



### Denture Brush

- Cleans denture surfaces and removable partial appliances
- Large multi-tufted brush head
- Smaller, angle-trimmed brush head
- Firm, nylon bristles
- Large, easy-grip handle



### Fixodent® + Scope® Extra Hold Powder (1.6 oz)

- Strong, long hold powder for easy application and airtight seal
- Easy-to-apply powder formula

## Resale policy

- Crest 3DWhitestrips products, Crest 3DWhite Daily Whitening Serum Products, Oral-B Electric Toothbrushes, Oral-B Electric Toothbrush Refill Heads, and Crest Oral-B Electric Toothbrush Systems are intended for resale by dentists solely to patients under their care.
- This resale activity is not allowed on the open Internet (ie. E-bay, Amazon, etc.) nor allowed on websites specifically created by Dentists to sell to the public.
- If purchasing Dental Professional or organization exceeds below quantities, a Resale Agreement must be signed, and on file at the P&G OSB Vendor before products will be shipped.
  - 5 cases total of Crest 3DWhitestrips and/or Crest 3DWhite Daily Whitening Serum Products
  - 144 Oral-B Electric Rechargeable refill heads
  - 48 Premium Electric Toothbrushes or Electric Toothbrush Systems (16 cases)
- For Group Accounts, only one signed Resale Agreement on behalf of all offices in the Group needs to be on file at OSB vendor.
- No Manual Brushes, Manual Solutions (Bundles), Pastes, Mouthwashes, Rinses, or Floss items are available for resale.

### Notice of Change in Terms and Conditions of Sale

Procter & Gamble reserves the right to change product prices, terms, and policies related to product sales at any time without notice. We also remind you that dental distributor pricing is at the discretion of the dental distributor. Information subject to change without notice. Not responsible for typographical errors.

## Toothpaste Infographic References

- <sup>1</sup>Schätzle M, et al.. J Clin Periodontol. 2003;30(10):887-901
- <sup>2</sup>Biesbrock A, et al. Controlled Trials J Clin Periodontol, Dec 2019
- <sup>3</sup>Biesbrock A, et al. J Periodontol, 2006; 77, 1386-1391.
- <sup>4</sup>McClanahan SF, et al. J Periodontol, 2001; 72: 383-392.
- <sup>5</sup>Klukowska, et al. J Clin Dent. 2017 Jun;28(2):16-26.

\*Among dentists that recommend brands of adhesive. \*\*vs. Fixodent Complete Original. When used as directed.





RECOMMEND CREST® + ORAL-B® SOLUTIONS  
FOR IMPROVED ORAL HEALTH

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continuing the care that starts in your chair

