

# 2023 SCHOOLS PRODUCT GUIDE



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



REVISED  
JULY 2023

# 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
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**Oral-B** iO™

Transform  
your patients'  
gum health  
at home.

Designed with dental  
professionals, Oral-B helps  
patients achieve 100%  
healthier gums in 1 week.\*

\*vs. a regular manual toothbrush







SYSTEM INCLUDES  
1 YEAR OF BRUSH HEADS!



#### TRANSFORMATIONAL GUM HEALTH SYSTEM

- Oral-B® iO™ Series 8 Electric Toothbrush
- Crest® PRO-HEALTH™ Gum Detoxify™ & Restore Pro Toothpaste (3.5 oz)
- Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
- Oral-B® Glide™ PRO-HEALTH™ Deep Clean Floss (16.4 YD/15 m)

**Brush heads included:** 3 Ultimate Clean, 1 Gentle Care  
**3 units/case**

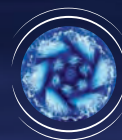
## A SENSATiONAL CLEAN PATIENTS CAN'T RESIST

**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.



#### 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, quiet cleaning experience.



#### OSCILLATIONS + MICRO-VIBRATIONS

Combines the oscillation rotations from Oral-B®'s iconic round brush head with the gentle energy of micro-vibrations for an enjoyable experience and a sensational clean.



#### SMART PRESSURE SENSOR

The 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.

## 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 (3.7 oz)
- Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
- Oral-B® Glide™ PRO-HEALTH™ Deep Clean Floss (16.4 YD/15 m)

**Brush heads included:**

- Ultimate Clean

**3 units/case**

## 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 (3.5 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**

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



## DAILY



### DAILY CLEAN SYSTEM

**Raise oral hygiene to the next level with exceptional cleaning**

- Oral-B® PRO 1000 Electric Toothbrush
- Crest® PRO-HEALTH™ Clean Mint Toothpaste (4.3 oz)
- Crest® PRO-HEALTH™ Advanced Enamel Care Mouthwash (500 mL)
- Oral-B® Glide™ PRO-HEALTH™ Deep Clean Floss (16.4 YD/15 m)

**Brush heads included:**

- CrossAction™

**3 units/case**

## SPECIALTY



### 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 (3.7 oz)
- Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
- Oral-B® Superfloss™ (50 ct.)
- Oral-B® Sensitive Manual Toothbrush
- Oral-B® Precision Clean™ Interdental Brush (20 ct.)

**Brush heads included:**

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

**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**

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

### PRACTICE BUILDER



#### ORAL-B® SMART 1500 TOOTHBRUSH

- Removes 500% more plaque vs. a regular manual toothbrush
- Oscillates, rotates, and pulsates to break up and remove plaque
- 360° visible pressure sensor lights up if brushing too hard
- 2-minute in-handle quadrant timer



#### Oral-B® Vitality™ Pro 300 Sensitive™ Toothbrush

- Effectively reduces plaque
- Timer encourages patients to brush fully by signaling after 2 minutes
- Attractively priced



#### Oral-B® Vitality™ Pro 300 FlossAction™ Toothbrush

- Effectively reduces plaque
- Timer encourages patients to brush fully by signaling after 2 minutes
- Attractively priced



#### 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



#### Oral-B® Pro 100 Precision Clean™ Battery Toothbrush

- Tooth-by-tooth cleaning
- Better at plaque removal than 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



6+  
YEARS

## 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+ Enamel + Cavity Protection 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



3+  
YEARS

## 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
- COMING SOON! 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**

† 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



#### 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



#### 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



#### 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



#### 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

\*Not compatible with the Oral-B® iO™ Handle.

\*\*vs. regular bristles  
†vs a regular manual toothbrush.



### 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



### 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+



### Oral-B® Interproximal Clean\*

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



### 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™)

\*Not compatible with the Oral-B® iO™ Handle.

\*\*vs. regular bristles

†Based on a single use brushing study.

# Crest® Whitening: Help your patients smile with confidence

## FASTEST RESULTS



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

- Our fastest, most effective whitening solution. Whiten 1.5x better in just 3 days\* for 100% whiter teeth.
- 11% Hydrogen Peroxide provides a professional-level whitening in 7 days, removing over 25 years of stains.
- AdvancedSEAL™ No Slip Technology for a better whitening experience.
- 21 Applications (42 Strips) and light per Kit.



### Crest® 3DWhitestrips™ Professional Effects

- Our signature whitening solution allows you to 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.

## VIRTUALLY ZERO SENSITIVITY



COMING SOON

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

- Our kit delivers 15x the whitening power of toothpaste\*.
- 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.
- Apply twice daily.
- Approximately 32 uses per kit.



COMING SOON

### Crest® 3DWhite Daily Whitening Serum

- The perfect daily whitening solution to maintain a white smile, now with an improved applicator for ease of use.
- 3% peroxide overall.
- Apply twice daily.
- Approximately 32 uses per kit.

# #1 DENTIST-RECOMMENDED AT-HOME WHITENING BRAND



60-DAY PATIENT  
SATISFACTION  
GUARANTEE



ENAMEL SAFE  
TECHNOLOGY

† Available only through Dental Professionals  
\*vs. a Crest sodium fluoride toothpaste  
\*vs Crest 3DWhitestrips alone



# FOR PATIENTS WITH GINGIVAL BLEEDING

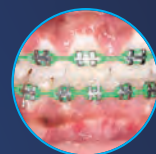


Penetrates up to 4mm below the gumline to neutralize toxins and heal gums fast. Stabilized with amino acid glycine to unleash the power of stannous fluoride, starting from Day 1.<sup>5</sup>

## The consequences of bleeding

- 3.2x more likely to have attachment loss<sup>1</sup>
- 46x more likely to lose a tooth<sup>1</sup>

Recommend for patients with:



Ortho

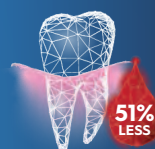


Implant



Gingivitis

Meta-analysis of literature on Crest® stannous fluoride formulations



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



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>

These benefits are similar to reductions in bleeding seen:

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

# FOR PATIENTS WITH CAVITIES & EROSION CHALLENGES



Actively reverses early tooth decay  
and protects from acid erosion.

## The consequences of acidic pH

- pH driven, acid-softened enamel is **10x** more prone to mechanical wear
- Frequent acid exposure damage happens slowly but cumulative effects are permanent

Recommend for patients with:



Initial  
loss



Distinctive  
defect



Lingual acid  
erosion

Meta-analysis of literature on  
Crest® stannous fluoride formulations



**83% less erosion**  
than regular sodium  
fluoride toothpaste<sup>6</sup>



**5X more enamel lost**  
using 5000ppm NaF vs  
Crest formulated SnF<sub>2</sub><sup>7</sup>

Without acid softening of the enamel, tooth wear is negligible. Prevention of acid challenge is of primary importance in reducing erosive tooth wear.<sup>8</sup>

## Health

### SOFT TISSUE



#### Crest® PRO-HEALTH™ Gum Detoxify™ and Restore Pro\*

- Stabilized with amino acid glycine to unleash the power of stannous fluoride.
- Driving more stannous into the biofilm to neutralize more toxins up to 4mm below the gumline.
- Faster healing **STARTING FROM DAY 1.**

Full size (3.5 oz)  
Trial size (0.85 oz)



#### 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 (3.7 oz)  
Trial size (0.85 oz)



#### 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 inflammation and sensitivity
- Provides patients with a gentle brushing experience.

Trial size (0.85 oz)

### HARD TISSUE



#### Crest® PRO-HEALTH™ Denlify Pro\*

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

Full size (3.5 oz)  
Trial size (0.85 oz)

### PREVENTION



#### 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)

\*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 Periodontal (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



# Whitening and Kids

## WHITENING



### Crest® 3D White™ Brilliance\*\*

- Whitens teeth by removing up to 100% of surface stains in 3 days.
- 24-hour surface stain prevention with twice daily brushing.

**Full size (3.5 oz)**  
**Trial size (0.85 oz)**

## KIDS



### Crest® Kids Advanced 6+ Enamel + Cavity Protection\*

- Our most advanced Kid's formula.
- Rebuilds tooth density for stronger teeth, by strengthening weakened enamel and preventing erosive tooth wear.

**Trial size (0.85 oz)**



### 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)**



### Crest® 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)**  
**Trial size (0.85 oz)**

\*Stannous Fluoride  
\*\* Sodium Fluoride  
\*\*\*Sodium MFP

## Empower your patients with the solutions they need for improved oral health



### GINGIVITIS SOLUTION

#### Helps reverse gingivitis

- Oral-B® CrossAction™ All-in-One (35 extra soft)
- Crest® PRO-HEALTH™ Gum Detoxify™ Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks (3-ct.)



### SENSITIVE SOLUTION

#### The sensitivity relief your patients want from a toothpaste; the extra-gentle cleaning they expect from a toothbrush

- Oral-B® Sensitive Toothbrush (35 extra soft)
- Crest® PRO-HEALTH™ Gum and Sensitivity Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks (3-ct.)



### WHITENING SOLUTION

#### Gently removes surface stains for a whiter, more radiant smile

- Oral-B® Vivid Whitening Toothbrush (35 soft)
- Crest® 3D White™ Brilliance Toothpaste (.85 oz)\*
- Oral-B® Glide™ + Scope® Floss Picks (3-ct.)



### DAILY CLEAN SOLUTION

#### Raises patients' daily brushing to the next level

- Oral-B® Deep Clean Toothbrush (35 soft)
- Crest® PRO-HEALTH™ Gum Detoxify™ Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks (3-ct.)



### BASIC SOLUTION

#### For value-minded patients, give them a great everyday clean at a great price

- Oral-B® Indicator Toothbrush (35 soft)
- Crest® PRO-HEALTH™ Clean Mint Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks (3-ct.)

Toothbrush, toothpaste, floss and **FREE** patient sample bags ship together!

Bag art may vary. Bags subject to change.





## KIDS 2+ SOLUTION

**Introduces oral care to kids in a playful way and addresses their individual dexterity, development, and dentition needs**

- Oral-B® Kids Toothbrush available in fun Disney Pooh character graphics
- Crest® Cavity Protection Sparkle Fun flavor Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks (3-ct.)



## KIDS 3+ SOLUTION

**Introduces oral care to kids in a playful way and addresses their individual dexterity, development, and dentition needs**

- Oral-B® Kids 3+ years Toothbrush available in mixed cases of Disney Princess and Disney•Pixar character graphics
- Crest® Cavity Protection Sparkle Fun flavor Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks (3-ct.)



## KIDS 6+ SOLUTION

**Keeps kids engaged in oral care**

- Oral-B® Kids 6+ years Toothbrush available in fun kid's galaxy graphics
- Crest® Kids Advanced 6+ Enamel + Cavity Protection Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks\* (3ct.)

\*Adult supervision recommended for children under age 10  
©Disney © Disney/Pixar





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

### Our best technology!

Perfectly angled bristles for superior plaque removal

#### Oral-B® CrossAction™ All-in-One



- Removes up to 99% of plaque in hard-to-reach areas\*\*
- Reduces gingivitis in 4 weeks
- Whitens teeth by removing surface stains
- Freshens breath by removing odor causing bacteria

#### 35 soft

Available in 4 colors†



#### Oral-B® CrossAction™ Gentle Clean



- Delivers superior performance\* with unexpected softness your patients will appreciate
- Extra soft bristles with 35% more flexibility (vs. All-in-One)



**Sensitive Product**

#### 35 extra soft

Available in 4 colors†



#### Oral-B® CrossAction™ Compact



- A compact brush head for up to 100% better\* reach in tight spaces
- Easy reach to back teeth
- Easy maneuverability around the mouth

#### Compact 23 soft

Available in 4 colors†



#### Oral-B® PRO-HEALTH™ Advanced Pro-Flex™



- Pressure-sensitive wings offer a superior\* but gentle cleaning
- Up to 66% reduction in gingival plaque

#### 38 soft

Available in 4 colors†



†Made with US and imported parts

\*vs. a regular manual toothbrush.  
\*\*Based on a single-use brushing study.  
†Toothbrush colors are subject to change

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

## GUM HEALTH

### Oral-B® Gum Care Compact



- Compact brush head with easy-reach neck provides an effective clean in hard-to-reach areas
- Extra soft, multi-level bristles provide exceptional softness on gums without compromising a deep, interdental clean
- Improves Gum Health in 2 Weeks



**Sensitive Product**

#### **Compact 21 extra soft**

Available in 4 colors†

- |            |            |
|------------|------------|
| Dark Blue  | Light Blue |
| Light Pink | Grey       |

## GREAT CLEAN FOR EVERY PATIENT

### Oral-B® Deep Clean



- Significantly reduces plaque after a single brushing
- Power Tip bristles reach deep to provide a more thorough clean\*

#### **35 soft**

Available in 4 colors†

- |            |           |
|------------|-----------|
| Green      | Dark Blue |
| Light Blue | Pink      |

### Oral-B® Sensitive



- Gentle, yet effective cleaning
- Extra soft, end-rounded bristles are gentle on your teeth and gums



**Sensitive Product**

#### **35 extra soft**

Available in 4 colors†

- |            |           |
|------------|-----------|
| Green      | Dark Blue |
| Light Blue | Pink      |

### 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 2 colors†

- |        |
|--------|
| Violet |
| Blue   |

\* vs a regular manual toothbrush

† Toothbrush colors are subject to change

## INDICATOR™—BASIC CLEAN

### Oral-B® Indicator™



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

#### 30 and 35 soft

Available in 4 colors†



### Oral-B® Healthy Clean



- Provides basic plaque removal you expect from a toothbrush
- End-rounded bristles are gentle on teeth and gums
- Curved comfort bristles clean between teeth

#### 40 soft

Available in 3 colors†



†Made with US and imported parts

† Toothbrush colors are subject to change



## KIDS

**0-3  
YEARS**

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

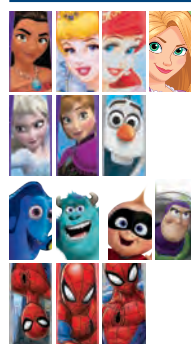
Available in fun Disney Pooh character graphics



**3+  
YEARS**

- 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

**6+  
YEARS**

- 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



COLOR CHANGING INDICATOR BRISTLES



\*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\***
- Helps remove plaque and food particles between teeth and just below the gumline
- Smooth, Strong, and Shred-Resistant
- Cool blast of Scope for a refreshed feeling



### Oral-B® Glide™ PRO-HEALTH™ Advanced

- Clinically proven to help reduce gingivitis in 2 weeks as part of a complete dental plan
- Slides easily, fights cavities, removes plaque, and fights bad breath

Available in 4m and 15m



### Oral-B® Glide™ PRO-HEALTH™ Deep Clean

- Slides up to 50% more easily in tight spaces\*\*
- Helps prevent gingivitis as part of a complete dental plan

Available in 4 m and 15 m



### Oral-B® Glide™ PRO-HEALTH™ Original

**Rated excellent by consumers and dental professionals in an independent study**

- Light wax coating allows for an easy slide between teeth and a better grip
- Significant reduction in bleeding index as part of a complete dental plan

Available in 4 m and 15 m



Also available in 200 meter Font Refills or Disposable Vials



### 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



### Oral-B® Glide™ PRO-HEALTH™ Threader Floss

**For use in cleaning around fixed bridges, orthodontic appliances, and implants**

- One-piece floss with built-in threader tip inserts easily under appliances
- Silky smooth texture slides easily between teeth
- Great for operator tray set-ups. Reduces risk of cross-contamination

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)

\*vs. a leading floss pick  
\*\*vs. regular floss

## 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 clean denture surfaces and removable partial appliances.
  - One Crest Mouthwash to kill bad breath germs
  - Information to help your patient get 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
- Includes 50 Fixodent Professional Adhesive cream tubes

**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



### Fixodent® ULTRA Max Hold Denture Adhesive (2.2 oz)

- Fixodent's strongest all-day hold formula
- Use once a day for an all-day hold
- Control tip applicator applies denture cream where patients want it
- Powerful seal helps to prevent food from getting between dentures and gums
- Helps to prevent gum soreness for a more comfortable denture fit



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

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



### 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

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



## PRE-PROCEDURAL RINSES



### Crest® Breath Bacteria Blast Mouthwash

- Contains 1.5% Hydrogen Peroxide
- Kills millions of bacteria that cause bad breath
- Whitens teeth in 7 days<sup>†</sup>
- Provides fresh breath that lasts
- Available in 946 mL



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

- Anticavity fluoride mouthwash
- Contains Cetylpyridinium chloride (CPC) to kill bad breath germs
- Alcohol free
- Fresh Mint flavor
- Available in 1 L and 36 mL



### 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
- Available in 1 L



### 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
- Available in 946 mL



### Crest® Scope® Classic Mouthwash

- Freshens Breath
- Original Mint flavor
- Available in 1 L and 36 mL



<sup>†</sup>With brushing by removing surface stains.

## Ensure special attention for specific oral health needs with Oral-B® specialty brushes



### Oral-B® Interdental Kit

(Kit includes 1 handle, 2 refills)

**For effective cleaning around bridges, braces and wide interdental spaces.**

- Special design for comfortable handling
- Easy-to-use snap-lock head holds brush firmly in place

Refills include:

- Tapered
- Cylindrical

**Case of 24 interdental kits**



### 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
- Gives great comfort and control with ergonomic grip



**35 soft**



### Oral-B® End-tufted Brush

- Unique contra-angle; extra soft
- Site-specific and effective gingival cleaning

**1 case of 24 brushes**

## Resale policy

- Crest Whitestrips products, Crest Whitening Emulsions Products, Crest 3D White 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 Whitestrips and/or Crest Whitening Emulsions and/or Crest 3D White 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.

## Paste Matters Infographic References

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FOR IMPROVED ORAL HEALTH

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continuing the care that starts in your chair

