

2024 SCHOOLS PRODUCT GUIDE



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



REVISED
JANUARY 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.

- 5** 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 (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

Oral-B iO™

A SENSATIONAL CLEAN PATIENTS CAN'T RESIST

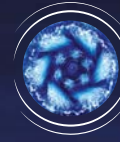
TRANSFORM PATIENTS' GUM HEALTH, STARTING DAY 1.

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 (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

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



SPECIALIZED CARE SYSTEM

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

- 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.)
- 2 Oral-B® Precision Clean Interdental Brushes (10 ct.)

Brush heads included:

- Ultimate Clean
- Targeted Clean

Nozzles included:

- Precision Jet
- 5 Aquafloss

3 units/case

All electric systems come in a FREE reusable tote bag!



*vs. a regular manual toothbrush

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™ 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 (4.8 oz)
- Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
- Oral-B® Superfloss™ (50 ct.)
- Oral-B® Sensitive Manual Toothbrush
- 2 Oral-B® Precision Clean™ Interdental Brushes (10 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+ 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



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
- 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

6 packs/case

Available in 1ct packs or 2ct packs



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

Available in 1ct packs or 2ct packs



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

*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

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

†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. Whitens 50% better in just 3 days* for 100% noticeably 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.

4 kits/case



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.

8 kits/case

VIRTUALLY ZERO SENSITIVITY



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.

3 kits/case



Crest® 3DWhite Daily Whitening Serum

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

8 kits/case

#1 DENTIST-RECOMMENDED AT-HOME WHITENING BRAND

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



60-DAY PATIENT SATISFACTION GUARANTEE



ENAMEL SAFE TECHNOLOGY

For patients with gingival inflammation and bleeding

Crest

Protect gums up to 4mm below the gumline



Detoxifies subgingival plaque¹

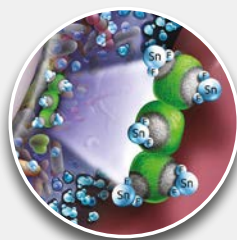


*with twice daily brushing

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



Deeper biofilm penetration[‡] with Activated Foam



Better toxin neutralization^{‡‡}



Reduces bleeding even around implants²

*with twice daily brushing

[‡]In situ biofilm.

^{‡‡}vs Colgate® TotalSF Whitening and Paradontax™

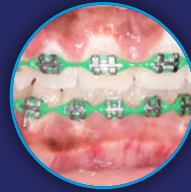
¹Klukowska M, et al. Am J Dent 2018;31(4):184-188

²Data on file

RECOMMEND FOR SUPERIOR GUM PROTECTION

The consequences of bleeding

- 3.2x more likely to have attachment loss¹
- 46x more likely to lose a tooth¹



Ortho

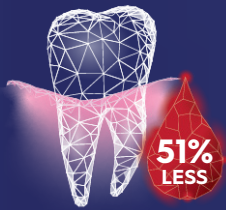


Implant



Gingivitis

Meta-analysis of literature on Crest® stannous fluoride formulations



51%
less bleeding
vs Sodium Fluoride²



By using Crest® formulations your patients are **3.7x more** likely to shift to generally healthy (<10% bleeding) vs Sodium Fluoride Toothpaste²

These benefits are similar to reductions in bleeding seen:

2 weeks flossing³ / 1 week post-prophy⁴

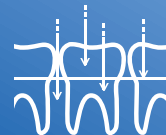


Even in patients who appear healthy, plaque toxicity is reduced preventing gingivitis symptoms⁵



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 longer⁵

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 fluoride¹

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!²
- 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*

- SLS-Free.
- Formulated to optimize fluoride uptake while preventing loss of minerals.
- 83% less erosion than sodium fluoride and MFP toothpaste²

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[†], 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

¹Biesbrock A et al. J Clin Periodontal (2019) Sep 28. doi: 10.1111/jcpe.13203

²West 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

[†]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

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.)



ENAMEL CARE SOLUTION

Helps protect enamel from caries-causing bacteria while leaving patients' mouths feeling fresh and clean

- Oral-B® Deep Clean Toothbrush (35 Soft)
- Crest® PRO-HEALTH™ Densify PRO Toothpaste (.85 oz)
- Oral-B® Glide™ PRO-HEALTH™ Deep Clean 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® 3DWhite™ 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® Cavity Protection Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks (3-ct.)

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+ Sugar & Bacteria Shield Toothpaste (.85 oz)
- Oral-B® Glide™ + Scope® Floss Picks* (3ct.)

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

Our best technology!

Perfectly angled bristles for superior plaque removal

Oral-B® CrossAction™ All-in-One



- Reaches deeper to remove more plaque between teeth*
- Reduces gingivitis in 4 weeks
- Whitens teeth by removing surface stains
- Freshens breath by removing odor causing bacteria

35 soft

Available in 4 colors†

- White
- Teal
- Purple
- Turquoise

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)



35 extra soft

Available in 4 colors†

- Dark Blue
- Light Blue
- Cool Gray
- Magenta

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†

- Dark Blue
- Light Blue
- Light Pink
- Grey

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†

- Blue
- Dark Purple
- Dark Grey
- Magenta



*Made with US and imported parts

*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 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†

-  Purple
-  Green
-  Dark Blue
-  Light 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†

- | | |
|---|--|
|  Blue |  Purple |
|  Green |  Pink |

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†

- | | |
|---|---|
|  Green |  Dark Blue |
|  Red | |



*Made with US and imported parts

† Toothbrush colors are subject to change

KIDS



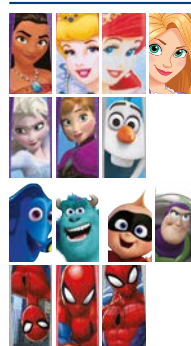
- Baby-soft bristles
- Cushioned head protects baby's gums
- Nonslip handle designed for a parent's hand

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




COLOR CHANGING INDICATOR BRISTLES



- 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***
- 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™ 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**



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

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[†]
 - 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*



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

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



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
1 box of 12 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

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.

Toothpaste Infographic References

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FOR IMPROVED ORAL HEALTH

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continuing the care that starts in your chair

