



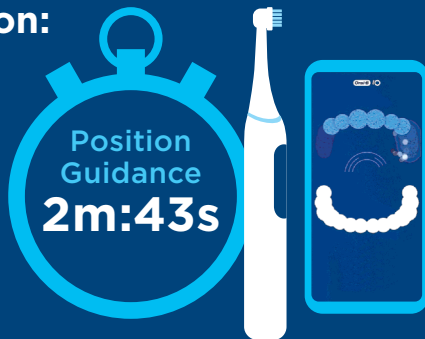
BETTER BRUSHING BEHAVIORS WITH ORAL-B® APP TECHNOLOGY

Published real-world app data shows benefits of smart-connected oscillating-rotating toothbrushes

An analysis of 16.7 MILLION brushing sessions by users in 175 COUNTRIES shows improved brushing behaviors when using an oscillating-rotating toothbrush together with the Oral-B® app.

Brushing Duration:

21.6% longer brushing time with Position Guidance vs. No App



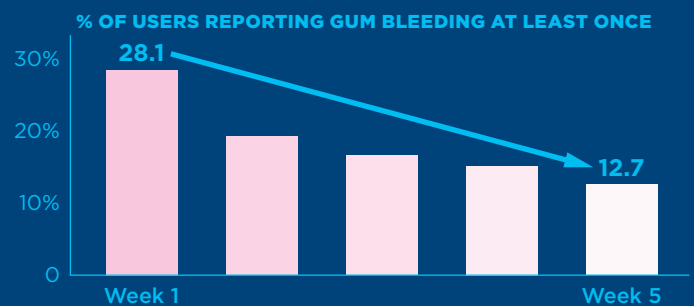
DID YOU KNOW... manual average brushing time is reported to be **46 seconds**?¹

Brushing Coverage:

94% average coverage of dentition for sessions using Position Guidance



Self-Reported Gingival Bleeding: 55% reduction



METHODS

- Anonymized global app data collected July 2020–January 2021
- Oral-B® GENIUS™, GENIUS™ X and iO™ oscillating-rotating interactive electric toothbrushes

FINDINGS COMPLEMENT CLINICAL DATA that consistently shows Oral-B® iO™ users have greater odds of transitioning to healthy gingival state² — **14.5x** vs. manual users.

Reference: Thurnay et al. *Oral Health Prev Dent*. 2022 Jan 20;20(1):1-10. Brushing time from an analysis of 16,681,213 sessions. Thoroughness data from analysis of 7,568,598 brushing sessions. Self-reported gingival bleeding data from analysis of 43,060 users.

1. Beals et al. *Am J Dent* 2000; Mar;13(Spec No):5A-14A.
2. Grender J, et al. *Int Dent J* 2020 70 (Suppl 1): S7-S15.

