

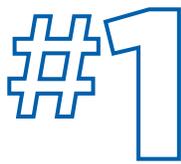


ORAL-B® iO KIDS PROVIDES SUPERIOR PLAQUE REDUCTION FOR POWERFUL CAVITY PROTECTION

KEY CLINICAL TAKEAWAY: Oral-B® iO Kids electric toothbrush provides 51% greater whole mouth plaque reduction and superior reductions in all sub-regions versus a manual toothbrush, putting your pediatric patients on a trajectory for better long-term oral health.

FACTS ABOUT CHILDHOOD CARIES AND ORAL HEALTH

WIDESPREAD PROBLEM



The most common chronic childhood disease in the United States¹

NEGATIVELY IMPACTS WELL-BEING



Children with poor oral health are **3x more likely to miss school** due to pain²

LONG-TERM CONSEQUENCES



Children with **cavities in primary teeth** are **4.5x more likely to develop cavities in permanent teeth**³

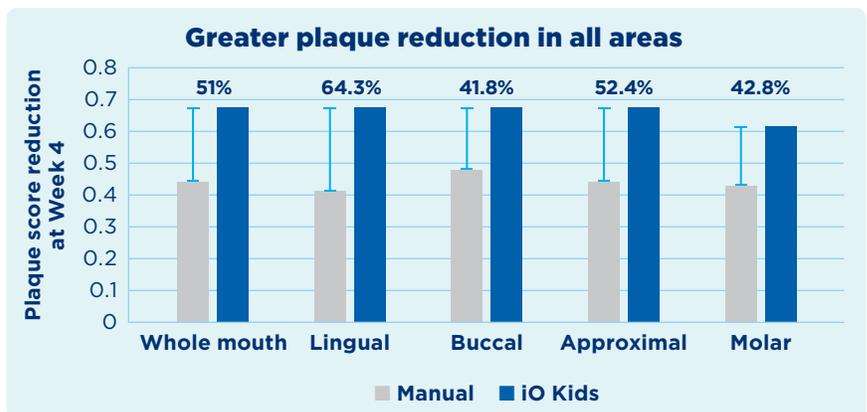


Plus, many children **lack motivation** to brush their teeth and **don't brush thoroughly**⁴

ORAL-B® iO KIDS ELECTRIC TOOTHBRUSH PROVIDES SUPERIOR PLAQUE REDUCTION

In a 4-week clinical study, Oral-B® iO Kids provided **51% greater whole mouth plaque reduction** versus a manual toothbrush, with superior reductions in all sub-regions including lingual, buccal, approximal and molar ($P \leq 0.021$).

N=60, 30 per group, 6-10 years old. Difference between groups is statistically significant in all sub-regions ($P \leq 0.021$). Plaque score based on Turesky Modified Quigley-Hein Plaque Index.



FUN FACTS ABOUT ORAL-B® iO KIDS TOOTHBRUSH!

- Celebrates 2-minute brushing with music
- 84% of parents see children being motivated to brush 2x a day for 2 minutes⁴
- Round Oral-B® brush head, gentle on gums and wobbly teeth
- Features 3 brushing modes, including kid-friendly sensitive mode

1. <https://www.cdc.gov/oral-health/prevention/oral-health-tips-for-children.html> 2. Jackson et al *Am J Public Health*. 2011;101: 1900-1906.
3. Hall-Scullin et al. *J Dent Res* 2017;96(7) 762-767. 4. Based on a home use test among 120 children.