

Round for Implants

Winning Penetration & Premiumization
with OR for
Implant Patients





5 KEY FACTS ABOUT IMPLANTS

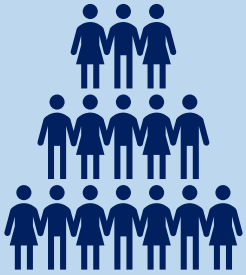
They're BIG
in Oral Care worldwide

Tooth loss is
more common than
you might think

Good Oral Hygiene
is critical to Implant
longevity

Patients want
to protect
their investment

Research & Guidelines
Support Power Brushes
for Implant
Hygiene



3 million Implant
patients a year



1.5million Implant
patients a year



#1 in the world for
Implant penetration

69%
of 35 to 44
year olds in US
have lost at least one
permanent tooth¹

Plaque is the
#1 Risk Factor
for Implant
failure

Implants are more
likely to fail than
natural teeth²

Single tooth implants
alone cost \$2,000-
\$5,000 each

The American College of
Prosthodontists recommends
the use of **electric
toothbrushes** to care for
implants³

The **EFPP** has stated that power
brushes have been shown to
have **superior plaque and
gingivitis benefits v manual
brushes** in controlled trials⁴

PERI-IMPLANT DISEASES MAY BE PREVALENT IN UP TO 47% of PATIENTS¹



PLAQUE is the #1 risk factor of implant failure.



OVER 75% of implant patients **SUFFER FROM PERI-IMPLANT DISEASE** 9 years after surgery



Peri-implant disease develops **FASTER THAN PERIODONTITIS**

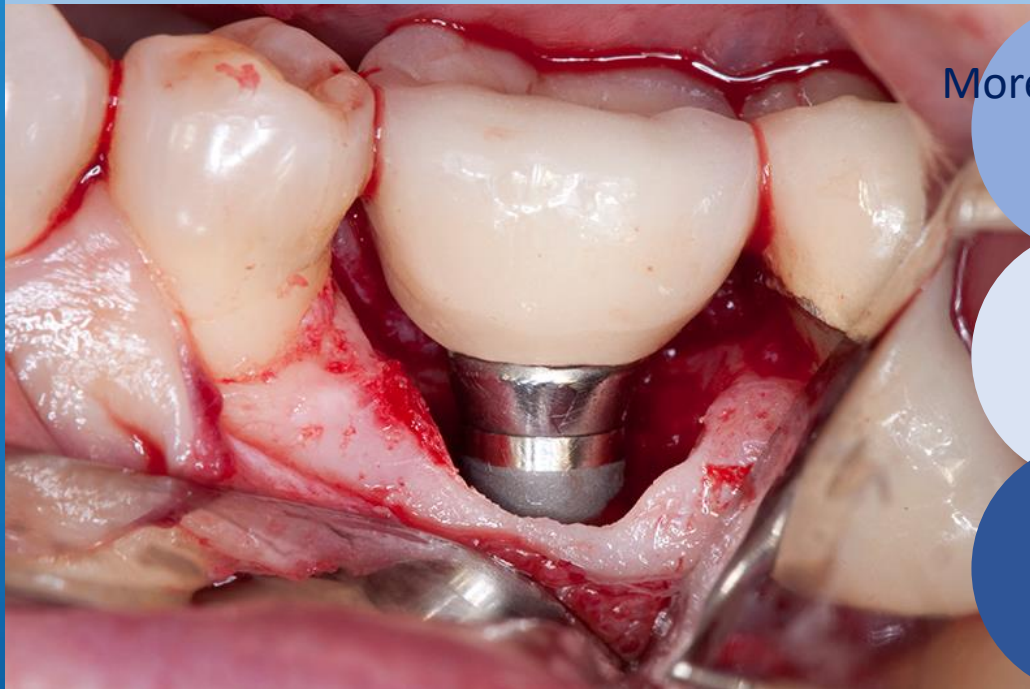


Patients are more receptive to change their habits when they invest into an implant

¹COSGAREA R, SCULEAN A et al Systematic Review, Implantodontology. Braz. oral. res. 33 (suppl 1). 2019

²Derks, J, Schaller, D, Håkansson, J, Wennström, JL, Tomasi, C, Berglundh, T. Peri-implantitis – onset and pattern of progression. J Clin Periodontol 2016; 43: 383– 388. doi: 10.1111/jcpe.12535.

Peri-Implantitis Impact on Patients



More Treatment

More
Costs

More
Pain



Loss of Implants

Patients with a history of periodontal disease are more susceptible to implant failure

DENTAL PROFESSIONALS MUST PRIORITIZE ORAL HYGIENE GUIDANCE TO PROTECT THEIR FINANCES AND PROFESSIONAL REPUTATION

Top 5 Reasons for Implant Malpractice Claims ¹

1. Lack of training/experience
2. Errors in assessment and treatment planning
3. Complications during Implant placement
4. Implant Failure
5. Inadequate aftercare & monitoring



\$75,000
Average dental malpractice payout in the US²

68%
of patients reported that they have NOT been instructed about what to do when bleeding occurs around implants³

60%
of patients reported NOT to have tried home care cleaning devices under the supervision of the dentist or the hygienist³

¹<https://dentistry.co.uk/2019/07/09/top-five-reasons-dental-claims-implants/>

²https://www.medpro.com/documents/10502/10739/2016Dental+MalpracticeSurvival+Kit_Digital.pdf

³Brunello G, et al. Clin Oral Implants Res. 2020 Oct;31(10):917-927. doi: 10.1111/clr.13634. Epub 2020 Jul 26. PMID: 32645229. (Survey of 522 patients on perceptions of implant maintenance)

3 Key Barriers to Implant Care



LACK OF
AWARENESS &
MOTIVATION

Implant care is
complex and
patients need
careful guidance

DIFFICULTY

in removing
plaque from
hard to reach
areas

FEAR OF
OVERBRUSHING

And damaging
delicate soft tissue
around implants



Oscillation Rotation Technology helps patients achieve effective home-care for lasting Implant health



PROVEN
EFFICACY
AROUND
IMPLANTS¹

GENTLE CLEAN
AROUND
DELICATE
TISSUES

MOTIVATES
PATIENTS TO
BRUSH

¹Allocca, G. et al.. Int J Implant Dent 4, 38 (2018). <https://doi.org/10.1186/s40729-018-0150-6>



Effects of OR Technology on Implant Health¹

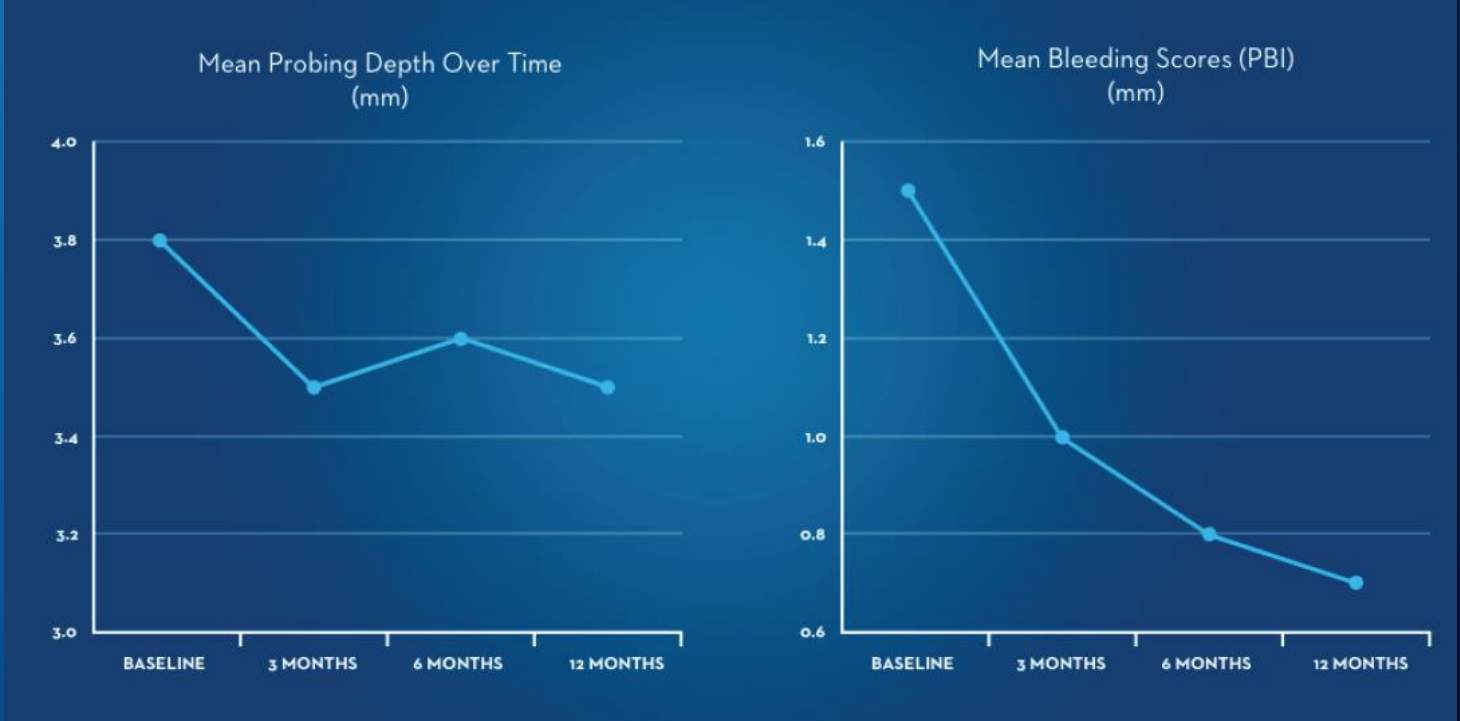
Study Design

Subjects: 98 patients with dental implants who were previously using a manual brush at home prior to the study.

12 month evaluation

Products Evaluated

- Oral-B 7000, Precision Clean Refill, Interspace Refill,



“The oscillating-rotating toothbrush can be used for the plaque and bleeding control around both natural teeth and dental implants”

1. Rasperini G, Pellegrini G, Cortella A, Rocchietta I, Consonni D, Simion M. Eur J Oral Implantol. 2008 Autumn;1(3):221-8

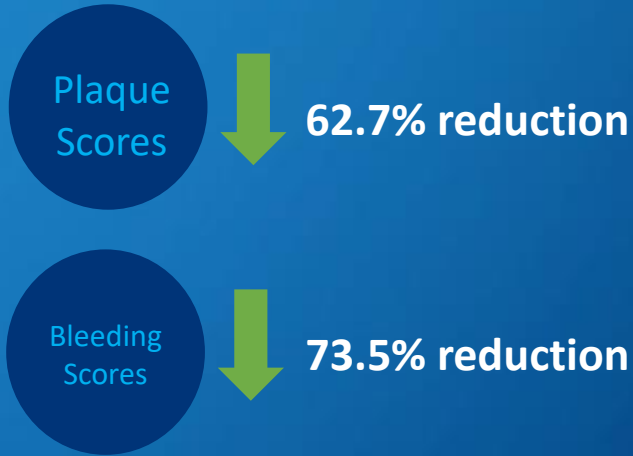


Implant patients can improve their oral hygiene simply by adopting iO



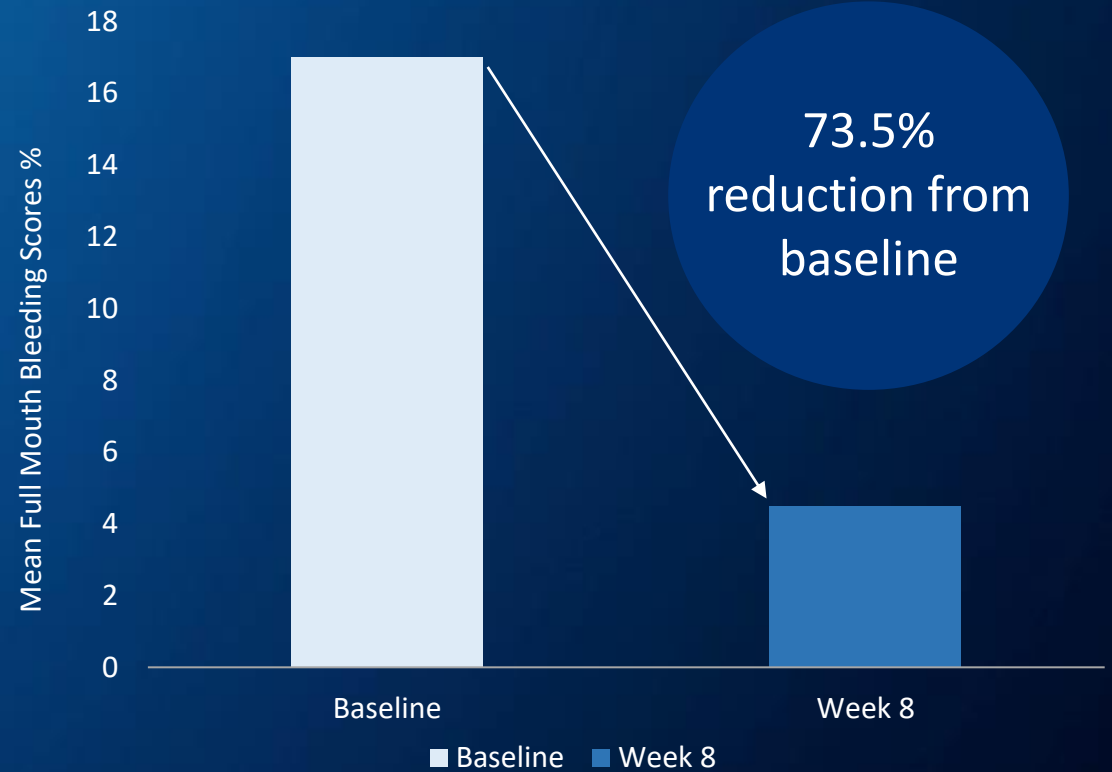
Sofia Drivas
Hygienist, Italy

Compelling Case Study results for Implant Patients*



* Full mouth plaque and bleeding scores after 8 weeks use

Difference in Mean Full Mouth Bleeding Scores after 8 weeks of using Oral-B iO + Targeted Clean



Study Design	8 week Case Study
	7 patients with fixed implant restorations and high level of plaque and/or peri-implant mucositis in at least one implant
	Products Evaluated <ul style="list-style-type: none"> Oral-B iO9 brush, Ultimate Clean Refill, Gentle Care Refill, Targeted Clean refill



A SENSATIONAL CLEAN for implants,
even in the most hard-to-reach areas



Implant restorations



TARGETED CLEAN

A one-of-a-kind brush head designed for areas that require special focus



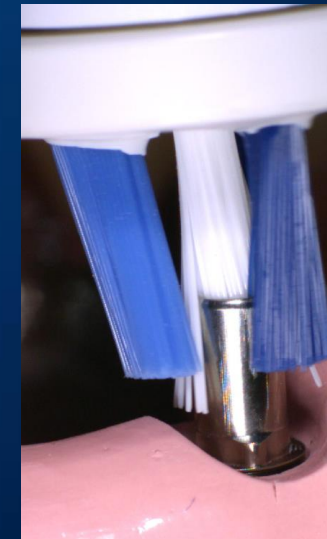
REACH tight spaces with differing trim heights

STRONG central tuft supported by 3 angled tufts angled at 14°

HIGH DENSITY filament count for effective cleaning



Along the implant restoration gumline



Inside Implant Denture Studs



Under Implant denture acrylic

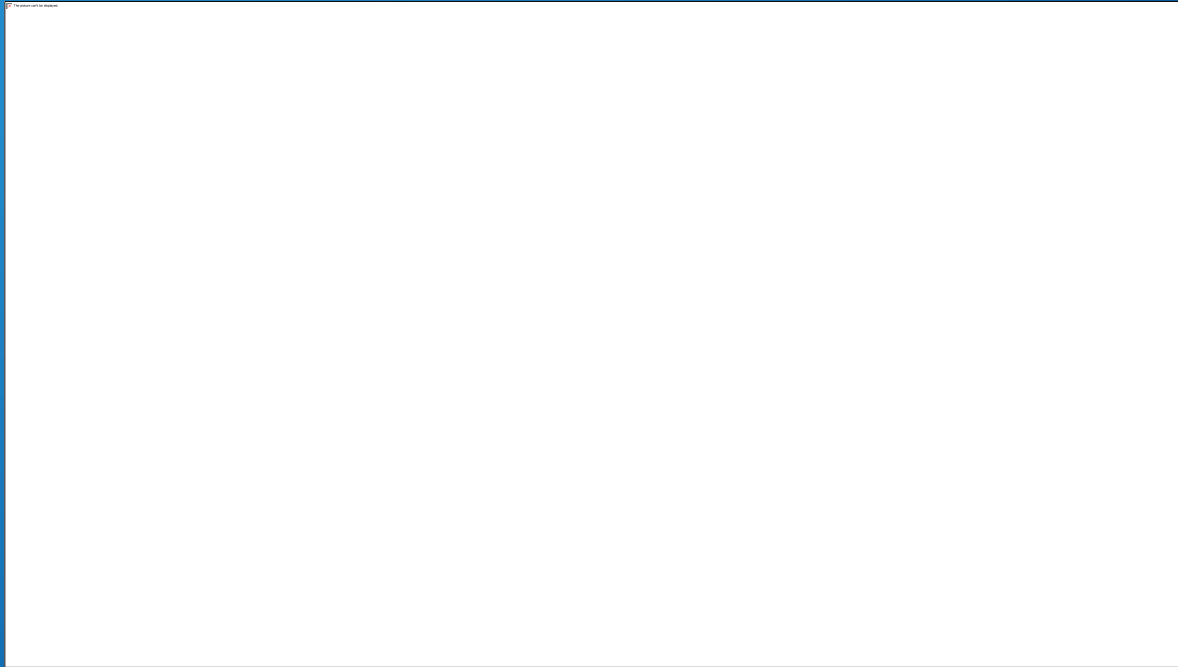
“Oral-B is the only power toothbrush company that makes a refill like this. It sets you apart.”

Susan Wingrove, Global KOL

Oral-B iO+ Targeted Clean: Implant Patient Journey with Dr. Tom Lambert and Cheryl



Baseline Visit



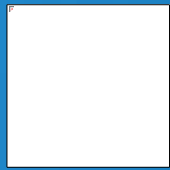
“After we evaluate these areas there’s inflammation and bleeding”

After 6 weeks use of Oral-B iO +
Targeted Clean

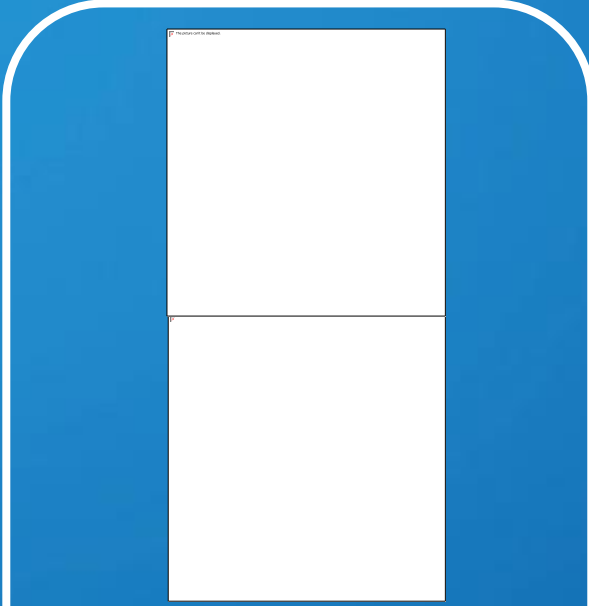


“There is no debris underneath the prosthesis”

“ The Oral-B iO & Targeted Clean Brush and your home care regimen has made a dramatic improvement in the oral health in and around your implants”



Always a sensational, gentle and personalized clean



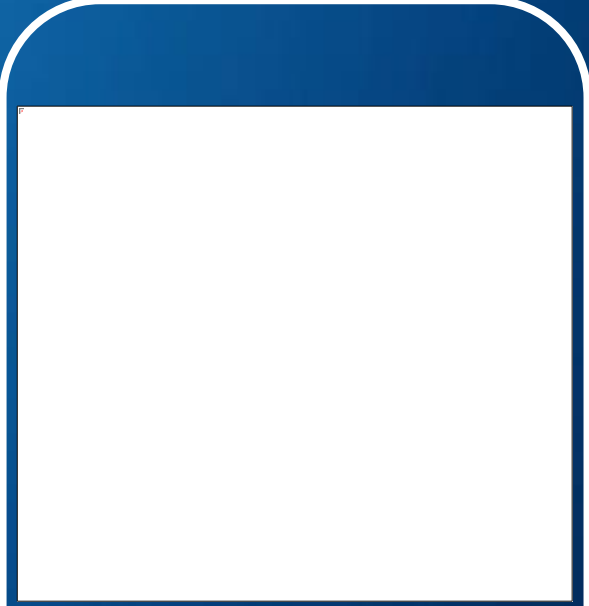
BRUSH HEADS

Choice of Ultimate Clean and Gentle Care refill
Personalized brushing experience based on patient preference
Gentle feeling without compromise on cleaning



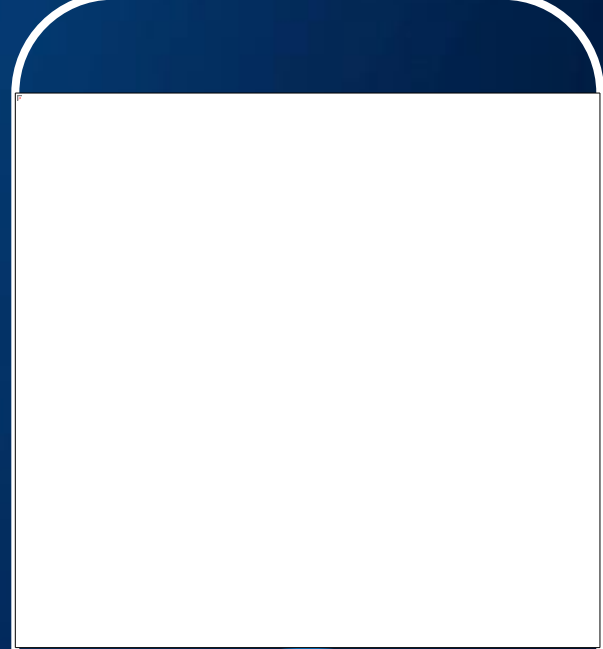
MODES

A gentler-feeling brushing experience
Sensitive Mode: 20° oscillation angle
Super Sensitive Mode: 15°



SMART PRESSURE SENSOR

Optimal Pressure Guidance



Implant Case Study Patients Agree

“I can regulate it so its soft and sensitive”

Proven Safety around Implants ^{1,2}

2

Randomized Controlled Trials

198

Patients

12

Months duration

No adverse effects

95% of patients said they would continue to use

Both studies confirmed the oscillating rotating toothbrush is safe and effective around implants

¹ Rasperini G, et al Eur J Oral Implantol. 2008 Autumn;1(3):221-8. PMID: 20467624.

² Vandekerckhove B, et al Int Oral Investig. 2004 Dec;8(4):206-10. doi: 10.1007/s00784-004-0278-z. Epub 2004 Jul 28. PMID: 15583919.



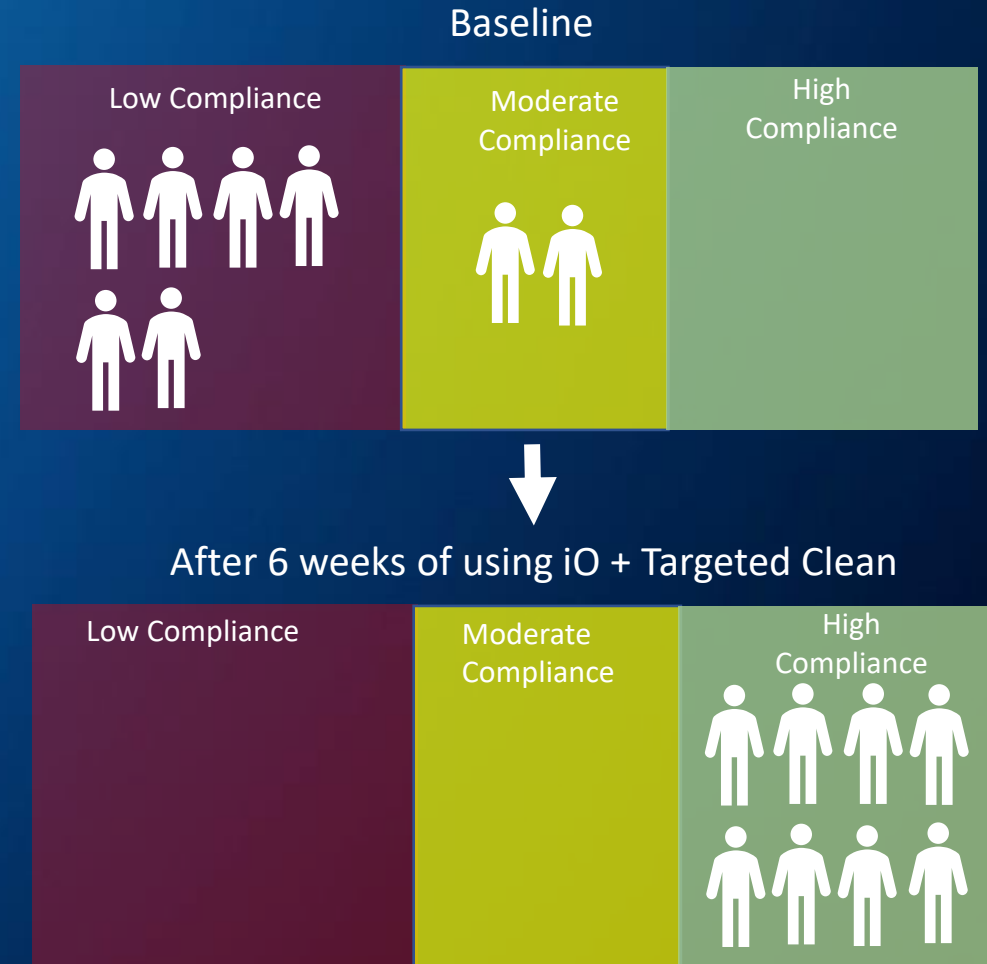
Proven to Motivate Implant Patients

Case Study Evaluation of 8 Implant patients showed that iO improved patient compliance with at home care

“All patients displayed notably improved compliance and motivation and were pleased with the overall improvement in their dental health”

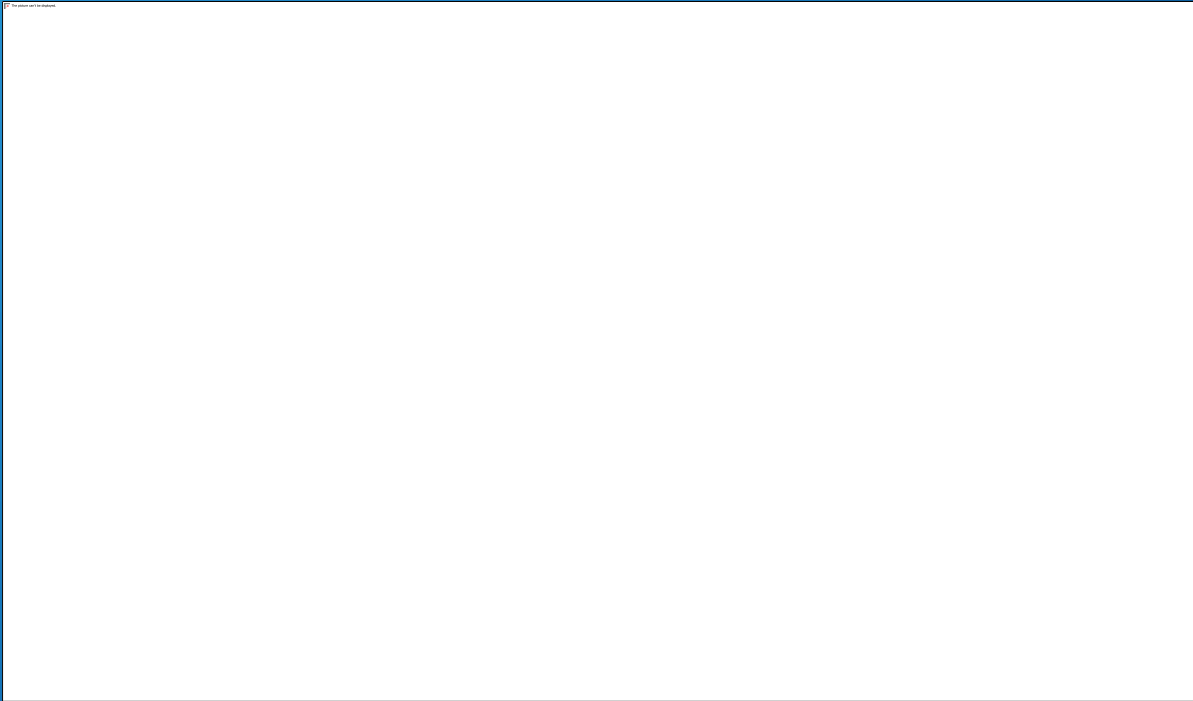


Dr. Tom Lambert DDS
USA





ENDORSED BY DENTAL PROFESSIONALS AND PATIENTS



“Reach around the implants so ideally, more than I’ve ever seen on any other interdental brush that I’ve ever worked with”

“It’s just such a fresh clean feeling”

“The Targeted Clean gets underneath the implants”

The magnetic charger “is wonderful and it doesn’t take up any space”

*I can’t wait to have my own. The old Oral-B is good but for implants this is a miracle worker”

Oscillation Rotation Technology helps patients perform effective home-care for lasting Implant health

**Implants
are BIG in
Oral Care**

Plaque is the
#1 Risk Factor
for implant
failure

After-care is
ESSENTIAL for a
long implant life



IMPLANT CARE WITH ORAL-B iO & TARGETED CLEAN



Dr. Effie Habsha, Prosthodontist, Canada