



NEW CLINICAL EVIDENCE FOR ORAL-B® iO OSCILLATING-ROTATING ELECTRIC TOOTHBRUSH

- Three clinical trials show Oral-B® iO2 provides superior plaque and gingival health benefits versus manual and sonic toothbrush controls.
- These benefits were seen with different brush heads and brushing modes.

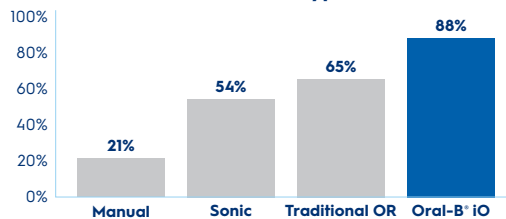
▶ Oral-B® iO has clinically proven superior technology

A RECENT meta-analysis shows Oral-B® iO oscillating-rotating (OR) technology provides



superior efficacy to manual, sonic, and traditional OR electric toothbrushes.¹

Oral-B® iO transitioned 88% of subjects with gingivitis to gingival health, significantly more than other toothbrush types¹



5 INDEPENDENT meta-analyses confirm superiority of oscillating-rotating technology over manual^{2,3} and sonic toothbrushes.³⁻⁶

▶ Introducing Oral-B® iO2, the perfect solution for patients who use manual toothbrushes but need better outcomes

Oral-B® iO2 provides:	Superior Clean	Gentle Brushing Experience 3 quiet cleaning modes	1 Easy Button
Designed for patients who...	...need better plaque control	...may find other electric toothbrushes too intense	...may think electric toothbrushes are complex



In a consumer study, 94% of consumers loved the clean feeling and manual toothbrush users felt it was easy to switch to iO2.⁷

▶ Findings from 3 new trials assessing plaque and gingivitis



iO2 compared to manual:

- 2x greater plaque reduction
- 2x healthier gums



iO2 compared to sonic:

- 1.4x greater plaque reduction
- 1.6x healthier gums

Products tested	Brush heads tested	Duration	iO plaque superiority	iO gingival health superiority
Oral-B® iO2 vs. manual ⁸	Ultimate Clean	2 weeks	✓	✓
Oral-B® iO2 vs. manual ⁹	Gentle Care	4 weeks	✓	✓
Oral-B® iO2 vs. USmile sonic ¹⁰ (U2S)	Oral-B® iO2: Ultimate Clean USmile: Advanced Whitening	4 weeks	✓	✓

1. Zou et al. *Int Dent J* 2024;74(1):146-156. 2. Elkerbout et al. *Int J Dent Hyg* 2020;18:17-26. 3. Thomassen et al. *Int J Dent Hyg* 2022;20:3-17. 4. van der Sluijs et al. *Int J Dent Hyg* 2023;21(1):77-94. 5. van der Sluijs et al. *Int J Dent Hyg* 2021;19:78-92. 6. Clark-Perry & Levin. *J Am Dent Assoc* 2020;151:265-275.e6. 7. Data on file, P&G. 8-10. Data on file, P&G; publications in development.