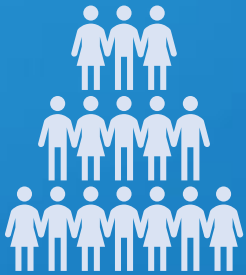


Oral-B iO™

Round for Aligner Wearers



It's BIG in Oral Care



>3.5million teen patients in US



>8million active patients in Germany



>10million Invisalign Treatments worldwide¹

It's not just for TEENS



1 in 4 Ortho patients are Adults

55% of patients are Female²

It makes good Oral Hygiene difficult



Up to **96%** of patients develop oral disease during orthodontics due to poor oral hygiene³

Poor Oral Hygiene risks complications



Extra 2.2months of treatment needed for 3+ poor oral hygiene records⁴

Higher risk of corrective treatments and additional costs to patients

Longer Treatments = Loss of Earnings for Orthodontists



For a typical 2 year, \$7,000 orthodontic treatment each extra visit costs the practice \$260 in Lost Profit⁵

¹<https://www.grandviewresearch.com/industry-analysis/clear-aligners-market>

²AAO Census Survey 2018

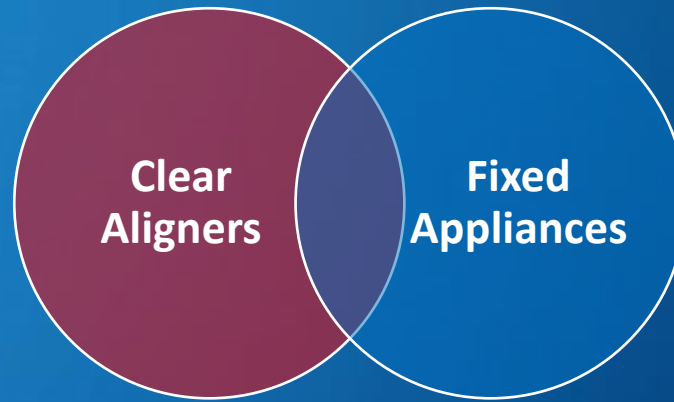
³Brown, et al (2015) The Angle orthodontist. 86. 10.2319/041515-249.1

⁴<https://www.researchgate.net/publication/7302406> Factors influencing treatment time in orthodontic patients

⁵Oral-B Ortho Essentials

⁶ <https://www.styleitaliano.org/treatment-of-extensive-white-spots-by-resin-infiltration/>

What do Clear Aligners and Fixed Appliances have in common?



Increased...



Intraoral bacterial load¹

Retention of food particles and plaque retention sites¹

Accumulation of plaque²

Difficulty in maintaining oral hygiene¹

Risk for developing gingivitis, periodontitis, white spot lesions (WSL), dental caries and bad breath¹

Discomfort and sore teeth which may prevent patients from brushing properly

1. Simona Santonocito, Alessandro Polizzi. Oral Microbiota Changes during Orthodontic Treatment. *Front. Biosci. (Elite Ed)* 2022, 14(3), 19. <https://doi.org/10.31083/j.fbe1403019>

2. Chhibber A, Agarwal S, Yadav S, Kuo CL, Upadhyay M. Which orthodontic appliance is best for oral hygiene? A randomized clinical trial. *Am J Orthod Dentofacial Orthop.* 2018 Feb;153(2):175-183. doi: 10.1016/j.ajodo.2017.10.009. PMID: 29407494.

Aligners and Oral Care Challenges

- Aligners cover the entire tooth surface for significant periods of time (up to 22 hours a day)¹
- Cleansing activity of lips, cheek and tongue are prevented by the aligner²
- Aligners prevent the flushing effect of saliva, leading to decreased³:



Cleansing

Natural
Buffering

Remineralization



1. Song Z, Fang S, Guo T, Wen Y, Liu Q, Jin Z. Microbiome and metabolome associated with white spot lesions in patients treated with clear aligners. *Front Cell Infect Microbiol.* 2023 Apr 4;13:1119616. doi: 10.3389/fcimb.2023.1119616. PMID: 37082715; PMCID: PMC10111054.
2. Moshiri, M., Eckhart, J. E., Mcshane, P. A. T. R. I. C. K., & German, D. S. (2013). Consequences of poor oral hygiene during clear aligner therapy. *JCO*, 8(47), 494-98.
3. Bisht S, Khera AK, Raghav P. White spot lesions during orthodontic clear aligner therapy: A scoping review. *J Orthod Sci.* 2022 May 4;11:9. doi: 10.4103/jos.jos_170_21. PMID: 35754408; PMCID: PMC9214451.

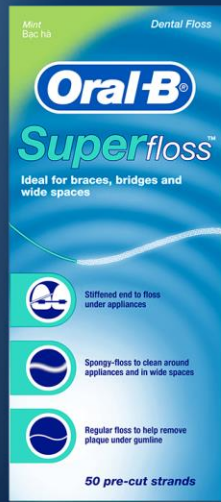
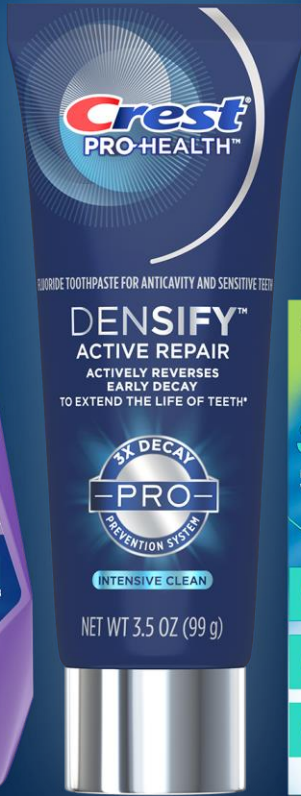
Effects of Poor Oral Care

- Increased Surface Area of White Spot Lesions¹
 - Shallower but **larger** when compared to patients with fixed appliances
- Oral Microbiota Dysbiosis²
 - Creates environment for pathogenic bacteria to thrive



Figure 1: 33 yo before and after 11 months of clear aligner treatment. Sourced with permission from: <https://smilesaintlouis.com/wp-content/uploads/2021/09/consequences-poor-hygiene.pdf>

1. Albhaisi Z, Al-Khateeb SN, Abu Alhajja ES. Enamel demineralization during clear aligner orthodontic treatment compared with fixed appliance therapy, evaluated with quantitative light-induced fluorescence: A randomized clinical trial. *Am J Orthod Dentofacial Orthop.* 2020 May;157(5):594-601. doi: 10.1016/j.ajodo.2020.01.004. PMID: 32354432.
2. Song Z, Fang S, Guo T, Wen Y, Liu Q, Jin Z. Microbiome and metabolome associated with white spot lesions in patients treated with clear aligners. *Front Cell Infect Microbiol.* 2023 Apr 4;13:1119616. doi: 10.3389/fcimb.2023.1119616. PMID: 37082715; PMCID: PMC10111054.



Upgrade your patients to get the best out of your treatment.

Oral-B iO™

+ Targeted Clean brush head
Removes plaque in hard-to-reach areas for a superior clean*

Oral-B Superfloss

Removes plaque brushing may have missed with stiff-end threaders to get under braces. Cleans difficult areas with soft, spongy floss



Crest PRO-HEALTH™

Advanced Enamel Care Mouthwash
Kills bad breath germs, helps prevent cavities, strengthens enamel, cleans teeth and gums, and freshens breath.



Crest PRO-HEALTH™
Densify™ PRO Intensive Clean Toothpaste







Provides powerful, protective remineralization against cavities & protection against the effects of enamel erosion† from dietary acids.



*vs. a regular manual toothbrush
†Acid erosion effects: acids in everyday foods can soften and thin enamel, leaving teeth less white, weaker, and sensitive.

ORAL-B® iO™ IS DESIGNED FOR TREATMENT SUCCESS



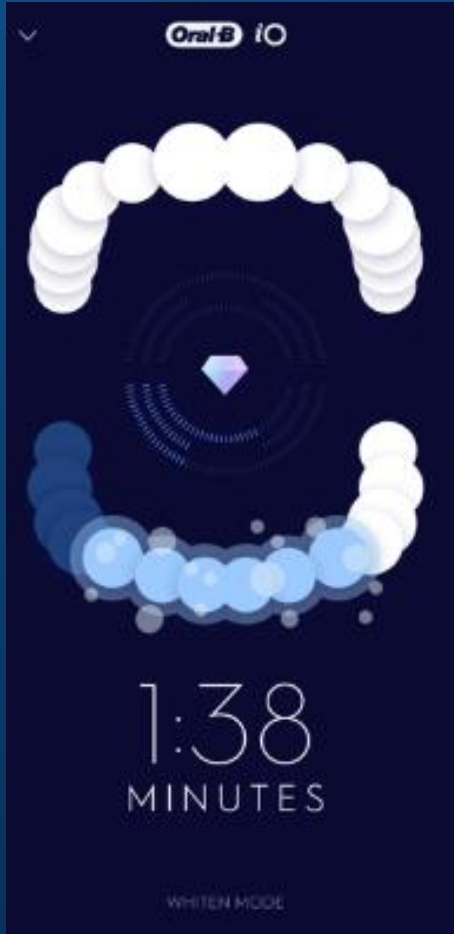
UNIQUE FEATURES	+	HOW IT WORKS	=	PATIENT BENEFITS
 ROUND BRUSH HEAD		Oscillates & Micro-Vibrates		✓ Superior Cleaning ✓ Irresistible Brushing Experience
 CONCENTRATED ENERGY		Brush Head Glides Tooth by Tooth		✓ Smooth, Effective Clean ✓ Quiet Brushing Experience
 SMART PRESSURE SENSOR		X Red Light = Too Much Pressure ✓ Green Light = Perfect Pressure		✓ Superior Gum Protection
 PERSONALIZATION		✓ Interactive Display ✓ Smart Modes ✓ Pro-Timer		✓ Customized Cleaning ✓ Better Compliance
 ARTIFICIAL INTELLIGENCE		Connects to the Oral-B® App		✓ Guidance to Better Brushing ✓ Whole Mouth Coverage
 TARGETED CLEAN BRUSH HEAD		Removes plaque in hard-to-reach spaces		✓ Cleaner Crowns, Bridges, Implants & Orthodontic Appliances



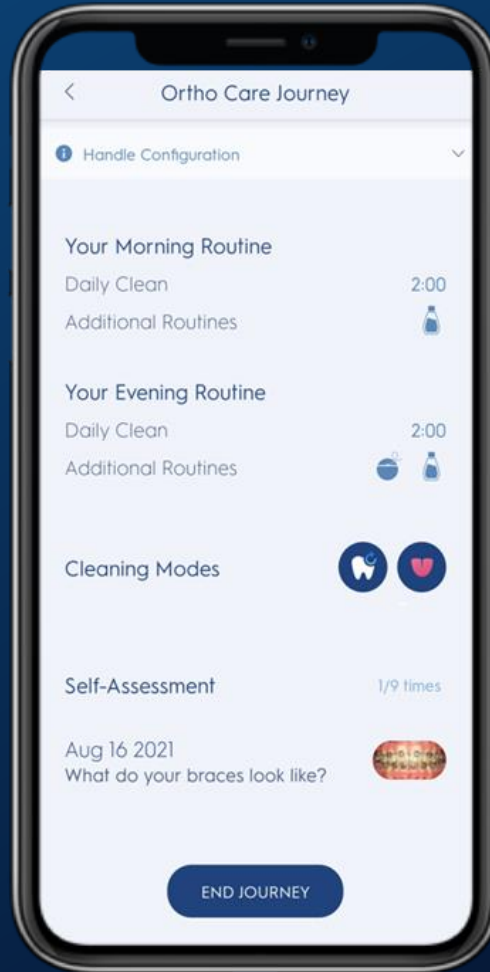
Oral-B app Ortho Care Journey

Drives the right oral hygiene behaviors during Ortho¹

Oral-B App 8.0



HD AI
Up to 16 Zones



Better Habits²

2m55s

Average Brushing Time

1.07N

Average Pressure

96%

Average Coverage

Orthocare Journey- Daily Routine

- 2x2 min in Daily Clean Mode,
- 2x tongue cleaning and rinsing,
- 1x interdental cleaning
- 2x Self- assessment per day.

¹ Oral-B App Data August 2021

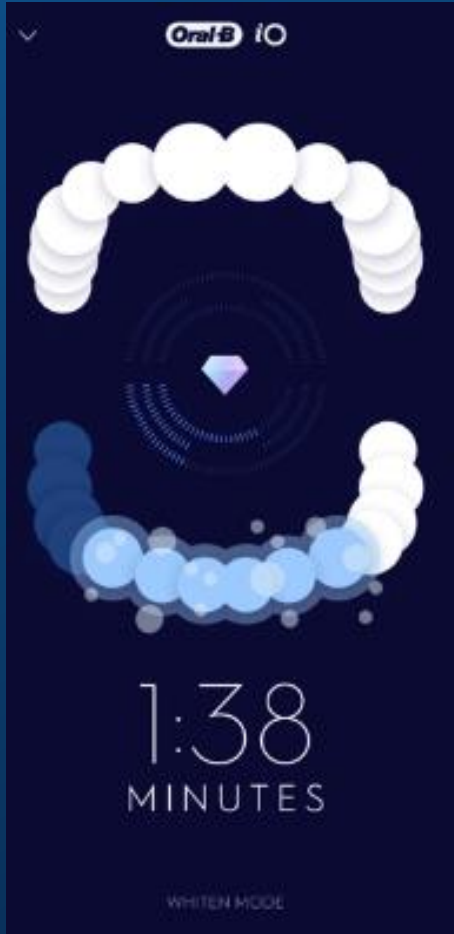
² vs. those who didn't use the Ortho Journey or a different one



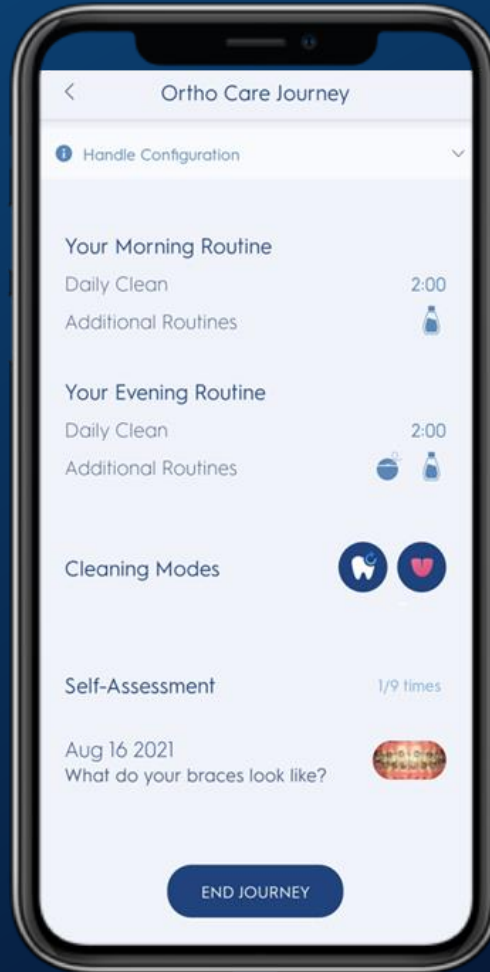
Oral-B App Ortho Care Journey

Drives the right oral hygiene behaviors during Ortho¹

Oral-B App 8.0



HD AI
Up to 16 Zones



Better Overall Routines*

Flossing



16% more

Rinsing



44% more

Tongue
Cleaning



42% more

*Increased self-reporting
of key oral hygiene habits

¹ Oral-B App Data August 2021

Superior reach and coverage as evidenced by clinical testing of plaque removal¹



Oral-B iO Ultimate Clean



Phillips Sonicare Adaptive Clean