



ORAL-B® iO™ WITH GENTLE CARE BRUSH HEAD: SUPERIOR GINGIVAL HEALTH BENEFITS WITH EXTRA SOFT BRISTLES

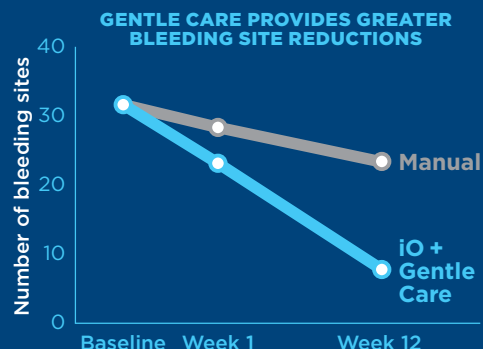
CONCLUSION: Oral-B® iO™ with Gentle Care brush head, used in sensitive mode, provided greater plaque and gingivitis reductions than a manual toothbrush

PROVEN EFFICACY FOR PATIENTS SEEKING AN EXTRA GENTLE BRUSHING EXPERIENCE



KEY GINGIVITIS RESULTS

Subjects using Oral-B® iO™ with Gentle Care head were more likely to transition to a periodontally healthy status*, with **36x greater odds** of doing so by Week 12.



KEY PLAQUE RESULTS

From Day 1 to Week 12, Oral-B® iO™ with Gentle Care head provided **significantly greater whole-mouth, interproximal, and gingival margin plaque reductions** versus the manual brush ($P \leq 0.009$).



WEEK 12 RESULTS

- 2.6x** greater whole-mouth plaque removed
- 4.0x** greater interproximal plaque removed
- 6.9x** greater plaque along gumline removed

STUDY DESIGN

A 12-week, examiner-blind, 2-treatment, parallel-group clinical trial among patients with baseline plaque and gingivitis.

BASELINE CHARACTERISTICS

Number of Subjects	100
Mean Age (SD) [yr.]	49.1 (11.07)
% Female	72
% Male	28

