



PLAQUE REMOVAL EVALUATION OF OSCILLATING-ROTATING ELECTRIC RECHARGEABLE TOOTHBRUSHES

CONCLUSION: Oral-B® iO™ provides even greater plaque removal than a premium oscillating-rotating electric toothbrush

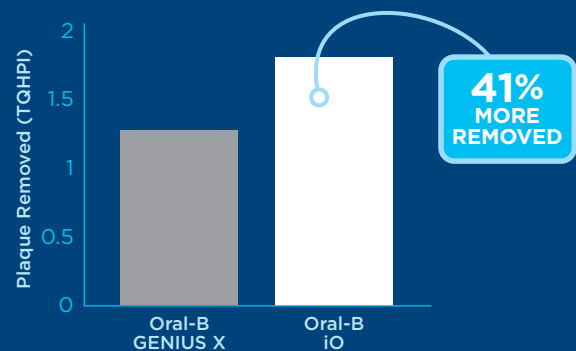


KEY PLAQUE RESULTS

After a single-brushing, Oral-B® iO™ removed **41.1% more plaque** than Oral-B® GENIUS™ X.

Results were consistent irrespective of the brush subjects used prior to the trial.

ORAL-B iO REMOVED MORE PLAQUE



METHODS

- Single-brushing, sequential plaque removal evaluation of two premium oscillating-rotating electric rechargeable toothbrushes used in Daily Clean mode
 - Oral-B® iO™ with Ultimate Clean brush head
 - Oral-B® GENIUS™ X with CrossAction™ brush head
- Results are from Visits 1 and 2, following approximately 24 hours with no oral hygiene

BASELINE CHARACTERISTICS

Number of subjects	41
Mean Age, Years (SD)	47.2 (±14.22)
Female, n (%)	23 (56%)
Baseline Plaque Score	3.6

DID YOU KNOW?

- Findings corroborate **six peer-reviewed publications** demonstrating superior plaque removal and gingivitis reductions for Oral-B® iO™ versus manual and sonic electric toothbrush controls.¹⁻⁶
- Oral-B® iO™ has unique features that contribute to disproportionate gingival bleeding and plaque reduction benefits versus controls in the lingual subregion compared to whole mouth and buccal regions.^{1,3,4,5,6} Oral-B® iO™'s magnetic iO technology enables a more frictionless and direct energy transfer to the bristles enabling a higher frequency of brush rotations versus GENIUS™ X.

CLINICAL TRIAL DESIGN

