

COMMON BRUSHING BARRIERS TO A HEALTHY MOUTH

INCORRECT TECHNIQUE

With a standard manual toothbrush, people scrub and don't give proper attention to each individual tooth

BRUSHING TOO FAST

Most people brush for less than the recommended 2 minutes

BRUSHING TOO HARD

Applying too much pressure can cause reduced cleaning efficacy

MISSING BRUSHING ZONES

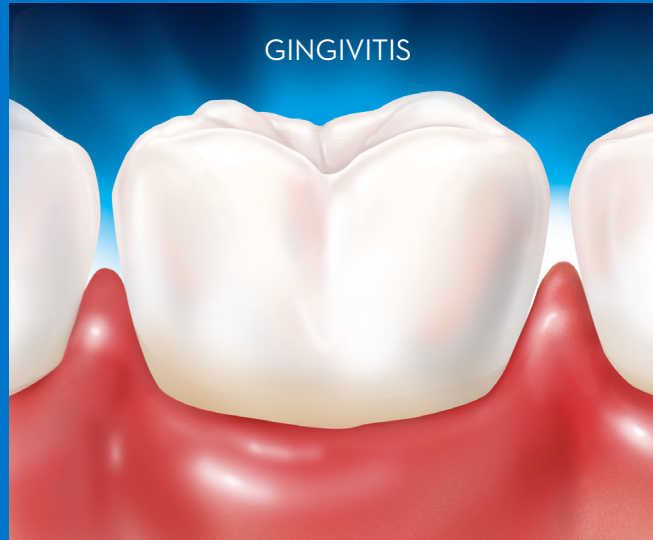
It can be easy to miss those hard-to-reach areas

GUM DISEASE PROGRESSION

HEALTHY



GINGIVITIS



PERIODONTITIS



Address brushing challenges with Oral-B's best technology, the Oral-B® iO™*

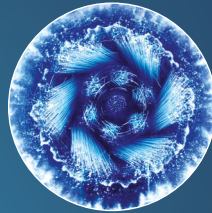
*Powered toothbrushes are indicated to help treat and prevent gingivitis



iO™

A SENSATiONAL CLEAN YOU CAN'T RESIST

GET 100% HEALTHIER GUMS IN JUST 1 WEEK*



SENSATiONAL CLEAN

iO technology takes the **oscillation rotations** from Oral-B's dental professional-inspired round brush head and combines them with the gentle energy of **micro-vibrations** for a professional clean feeling every day.



GUM PROTECTiON

The **Smart Pressure Sensor** displays a red light when brushing too hard and a green light when brushing just right to protect your gums and enamel.



PRECISiON

Using Oral-B iO™'s **Artificial Intelligence**, the Oral-B App coaches you to help get your best clean for all areas of the mouth.



PERSONALIZATiON

Delivers a uniquely personalized clean with 5 **Smart Modes**, while the **Interactive Display** communicates mode setting, charging progress bar, and a 2-minute brushing timer.