



# How to use social media to promote your participation in Crest® + Oral-B® OrthoEssentials



Your participation in the Crest® + Oral-B® Ortho Essentials Program helps your ortho patients achieve better outcomes, providing them with the tools and resources they need to help improve their oral hygiene throughout treatment. Let your patients know about your participation in this great program with these social media assets.

## IT'S EASY!

**Step 1:** Choose the image that goes with the chosen "content theme" and, in any social media, add the photo for that theme

**Step 2:** Copy and paste the "suggested post copy" that accompanies the photo (or write your own if you prefer) Note: Be sure to include the URL to give your patients more information

**Step 3:** Select a new post once a week to keep the conversation going with your patients

## Crest® + Oral-B® OrthoEssentials Social Media Content Suggestions

Image	Supporting Copy
	Our office has partnered with Crest® + Oral-B® to bring the best oral hygiene products to our patients with the OrthoEssentials program. Click to learn more! <a href="http://www.oralb.com/ortho">www.oralb.com/ortho</a>
	The Oral-B® iO™ Targeted Clean brush head was specially designed to clean around braces and in hard-to-reach areas. Call our office to learn more!
	Taking care of your braces can be challenging. For tips and tricks to get your most beautiful and healthy smile, click to learn more! <a href="https://oralb.com/en-us/oral-health/life-stages/braces/how-to-brush-teeth-floss-with-braces">https://oralb.com/en-us/oral-health/life-stages/braces/how-to-brush-teeth-floss-with-braces</a>
	Keeping your braces clean can be tricky. Even if you think you're already a pro, review the right way to brush, floss, and more. Check out this video! <a href="https://oralb.com/en-us/oral-health/orthoessentials-program/">https://oralb.com/en-us/oral-health/orthoessentials-program/</a>
	Love to personalize? With the Oral-B® iO™ Electric Rechargeable Toothbrush you can change the color of the Smartring to match your mood, outfit or favorite color! Ask your dental professional to show you how!
	Oral hygiene is even more important when you have braces. Crest® + Oral-B® have created a system of products designed for you. Check it out! <a href="http://www.oralb.com/ortho">www.oralb.com/ortho</a>
	Not sure what to expect at your follow up appointments? Click here to get the "intel"! <a href="https://oralb.com/en-us/oral-health/life-stages/braces/follow-up-visits-what-to-expect">https://oralb.com/en-us/oral-health/life-stages/braces/follow-up-visits-what-to-expect</a>

## Image



## Supporting Copy

We want to help you maintain a clean, healthy mouth and a beautiful smile throughout your ortho treatment. Click to learn about common dental problems that you should look out for and avoid! <https://oralb.com/en-us/oral-health/life-stages/braces/common-braces-problems>

Use this helpful chart to Score Your Smile and see how well you're brushing while wearing braces. If you think you are a 3 or below, call our office so we can help get you back on track!

With braces, you should avoid hard, chewy, crunchy and sticky foods. They may cause broken wires or brackets. Visit [oralb.com/ortho](https://oralb.com/en-us/oral-health/life-stages/braces/what-you-can-cant-eat-with-braces) for the list of foods to avoid!  
<https://oralb.com/en-us/oral-health/life-stages/braces/what-you-can-cant-eat-with-braces>

Our office has partnered with Crest® + Oral-B® to bring their latest innovations and best oral hygiene products to our patients with the Ortho Essentials program. The Oral-B® iO™ will give you a Sensational & Gentle Clean with an Irresistible brushing experience.

Did you Know? Your mouth is a breeding ground for plaque bacteria. Keep your mouth healthy with the Crest® + Oral-B® Ortho Essentials System featuring the Oral-B® iO™ Electric Toothbrush. Call our office to learn more!

Did you Know? A healthy mouth is part of a healthy body. Keep your mouth healthy with the Crest® + Oral-B® Ortho Essentials System featuring the Oral-B® iO™ Electric Toothbrush. Call our office to learn more!

It's important to make sure you are using the right toothbrush, especially when you have braces. 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. Call our office to learn more!

It's important to make sure you are using the right toothbrush, especially when you have braces. The Oral-B® iO™ features a Smart Pressure Sensor that displays a red light when brushing too hard and a green light when brushing just right. Call our office to learn more!

When brushing, make sure every part of your smile is getting enough attention. 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. Call our office to learn more!

Personalize your brushing experience while ensuring you are brushing for the recommended brushing time of 2 minutes twice a day with the Oral-B® iO™ Electric Toothbrush. It 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. Call our office to learn more!