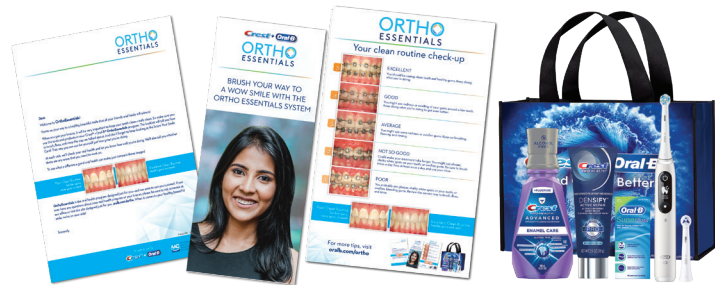


ORTHO ESSENTIALS



Dear

Although the focus of my practice is correcting abnormalities of teeth and jaw alignment, the oral hygiene of our patients while wearing braces is just as important to me. I know that if patients maintain good oral hygiene during treatment, they are more likely to have great success when their braces come off. That's why I've incorporated the **OrthoEssentials** program into the treatment of all my patients. The **OrthoEssentials** program is specifically designed for patients' needs with valuable information on caring for braces at oralb.com/ortho.

OrthoEssentials is an all-inclusive program powered by Crest® + Oral-B®. The program provides all the tools that patients need to achieve great outcomes as well as materials I can use to connect with these patients. For example, patients are encouraged to use the Oral-B® iO™ Electric Toothbrush, which connects to the free Oral-B® App to help improve brushing technique; the Oral-B® iO™ Targeted Clean brush head; Oral-B® Superfloss®, which is ideal for braces; Crest® PRO-HEALTH™ Densify™ PRO Intensive Clean Toothpaste; and Crest® PRO-HEALTH™ Advanced Enamel Care Mouthwash.

What's more, patients are taught to do an oral health self-evaluation every day and to score their smile using a standardized rating system. I use the same scoring system with them at each visit so that they know how they're doing. I also send them home with an action plan to use between visits and tell them to use the oralb.com/ortho website to stay on track with tips and resources.

Please feel free to contact me if you'd like to talk more about **OrthoEssentials**, and how I am promoting great oral health outcomes for patients.

Sincerely,