



YOUR LOYAL PARTNERS IN A CHANGING INDUSTRY

At Crest® + Oral-B®, we are committed to partnering with you to find the best way forward for your patients, your staff, and your practice. Now more than ever, we understand that needs are changing, and we want you to know that we are here to help.



BY OFFERING ORAL-B® ELECTRIC TOOTHBRUSHES
IN YOUR OFFICE, WE CAN PARTNER TOGETHER TO...



Provide patients with
**tools to take their oral
health to the next level**
at home



**Reduce time-in-chair and
increase appointment ease**
by improving your patients'
oral hygiene between visits



**Add additional revenue to
your office**, while enabling
patients to act on your
recommendation

"Offering patients the opportunity to conveniently purchase Oral-B electric toothbrushes and other Crest® + Oral-B® home care products directly from your practice will improve their oral health while simultaneously increasing practice production" - Roger P. Levin, DDS



YOUR RECOMMENDATION MATTERS MORE THAN EVER

With patients putting more focus on their oral health habits at home, your recommendation for the tools they use is important.

HERE'S WHY:

- Personalized recommendations are the **#1 driver of patient satisfaction, loyalty, and referrals***
- Patients are now **more open to adopting new, healthier habits** at home*
- **35% of patients say they would definitely purchase oral care products from their dental office** to reduce shopping outside of the home**
- **Many HSAs can cover the cost** or partial cost of an Oral-B® electric toothbrush

Your patients can act on your recommendations on the spot when you offer the Crest® + Oral-B® iO™ Gingivitis System in your office. It features the Oral-B® iO™ electric toothbrush, which delivers a WOW experience and sensational clean AND helps patients get 100% healthier gums in 1 week†



THERE ARE 3 EASY WAYS TO ORDER:

1. Visit crestoralbproshop.com anytime
2. Call 1-800-543-2577, Monday-Thursday 9am-6pm ET, Friday 9am-5pm ET
3. Contact your Crest® + Oral-B® representative

*Covid 19 Mission 4 Consumer Research NA April 2020

**Ipsos COVID study CRP US201GRE

†vs. a regular manual toothbrush

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