

Crest + Oral-B

ORTHO
ESSENTIALS

BRUSH YOUR WAY TO
A WOW SMILE WITH THE
ORTHO ESSENTIALS SYSTEM



Don't let common mistakes get in the way of your great new smile

Lots of people with braces or aligners forget that their teeth will need extra care. And they can end up with a smile that's less than their best when treatment ends.

96%

Up to **96% of all patients develop oral disease** during orthodontics due to poor oral hygiene.*



Bad brushing habits with orthodontics puts you **at risk of white spots and decay/cavities.**†

2+

If you have 3 or more hygiene issues during treatment, it **could delay the completion by over 2 months.** Additional dental visits could cost more, too.

*Brown MD, et al. *Angle Orthod.* 2016;86(2):181-186.

†Erbe C, et al. *Angle Orthod.* 2019;89(3):385-390.



How to get a sensational clean and healthy gums

Using the **Oral-B iO™** Targeted Clean brush head can help clean around braces and crowded teeth. You'll see the extra step is worth it when your braces and aligners come off.

Brushing tips with braces:



Apply a pea-sized drop of Crest® toothpaste to the round brush head



Use the optimal amount of pressure



Once finished, switch to the Targeted Clean brush head for the hard-to-reach areas



Complete your routine by using Crest Mouthwash and Oral-B Floss

Brushing tips with aligners:



Follow the steps above, and brush and rinse your aligners every night (never use hot water, as this could warp your aligner)



Introducing brushing technology engineered to help you shine

The Oral-B iO™ toothbrush with the Targeted Clean brush head is the winning duo to help you outsmart common pitfalls in wearing braces or aligners.

OSCILLATIONS + MICRO-VIBRATIONS

Combines the oscillation rotations from Oral-B's iconic round brush head with the gentle energy of micro-vibrations for a sensational clean.

SMART PRESSURE SENSOR

Helps you brush correctly to help protect gums. The ring lights up green when the right pressure is applied, and red when the pressure is too hard.

PERSONALIZATION

Artificial Intelligence with an interactive display featuring 5 brushing modes for your best clean.

CONCENTRATED ENERGY

Innovative magnetic drive delivers concentrated energy to the tips of the bristles, allowing a smooth, quiet clean.



Series 6

Scan here to
access your
Oral-B® iO™
Quick Start
Guide



oralb.com/iOguide



Everything you need to protect your new smile

Braces and aligners play an important role in helping shape what your smile will look like later on. Protect it with OrthoEssentials—the oral health program designed just for you.



**Crest + Oral-B products can help
improve your oral health.**

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