

YOUR CHECKLIST FOR HEALTHIER GUMS



☐ USE THE RIGHT BRUSH

Oral-B®'s dental professional-inspired round brush head surrounds and cleans each tooth, providing superior plaque removal.**



☐ APPLY CORRECT PRESSURE

Brushing harder isn't better. Too much pressure can even harm your gums.



☐ GIVE EACH AREA ATTENTION

Is every part of your smile getting enough attention? Don't forget your tongue!



☐ BRUSH FOR 2 MINUTES

It's important to brush for at least 2 minutes, 2 times a day.



DID YOU KNOW?

75% of Americans will experience gum disease. Gingivitis, an early stage of gum disease, can be easily managed, prevented, and treated with an electric rechargeable toothbrush.

WITH THE ORAL-B® iO™, **83% OF GINGIVITIS PATIENTS** MOVED FROM NONHEALTHY TO HEALTHY GUMS IN 8 WEEKS.

**vs. a regular manual toothbrush

TRY Oral-B iO™ FOR AN IRRESISTIBLE EXPERIENCE AND EXCEPTIONAL CLEAN

Satisfaction Guaranteed*



*6-Month Satisfaction Guaranteed. If you are not 100% satisfied, receive a full refund of the price of the brush via pre-paid card—no questions asked. Return the product in its original packaging with the original cash receipt postmarked within 6 months of purchase. Ask your dental professional for full details.

Visit [oralb.com/rebate](https://www.oralb.com/rebate) for more information and current offers.

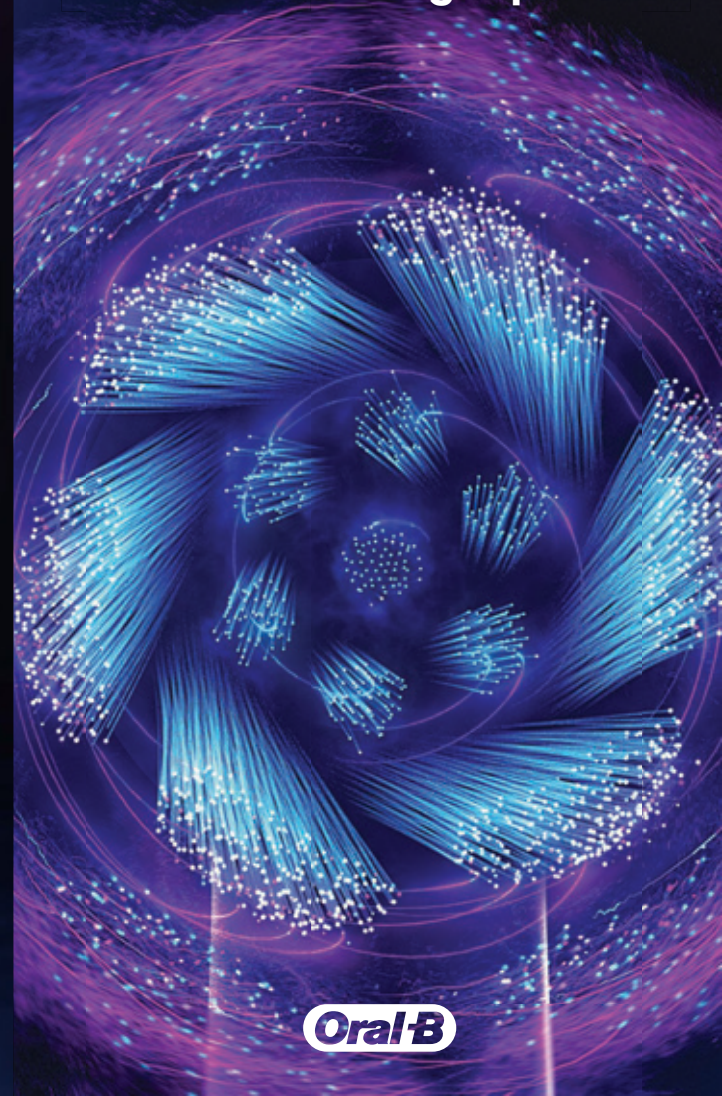


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TAKE ONE

A SENSATI*o*NAL CLEAN STARTS WITH Oral-B iO™

Revolutionary technology for an **irresistible brushing experience**



Oral-B iO™ AND ITS BREAKTHROUGH FEATURES WILL MAKE YOU SAY **WOW**

SENSATI*o*NAL

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.

PERSONALIZATI*o*N

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



REVOLUTI*o*NARY ENGINEERING

The frictionless, smooth **magnetic drive system** transfers energy to the bristle tips, where it's needed most for a clean that wows.



GUM PROTECTI*o*N

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.

PRECISI*o*N

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.

THERE'S EVEN MORE TO LOVE



TIMER

Ensures you brush for at least 2 minutes



CHARGER

Powers a long-lasting charge in 3 hours

