

YOUR CHECKLIST FOR HEALTHIER GUMS

Ready to brush like a pro? Follow these steps for your best clean between visits:



☐ 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.

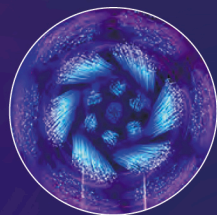
With Oral-B iO™, **83% of gingivitis patients moved from nonhealthy to healthy gums in only 8 weeks.**

If you're ready to improve your gum health and check these boxes, try the Oral-B iO™ experience.

*vs a regular manual toothbrush.

Oral-B iO™

A REVOLUTiONARY BRUSHING EXPERIENCE STARTS WITH **Oral-B** iO™



SENSATiONAL CLEAN

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.



GUM PROTECTiON

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.



PRECISiON

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.



PERSONALIZATiON

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.