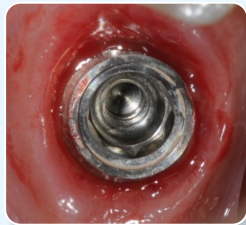


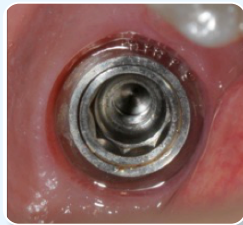
GETTING THE RIGHT INFORMATION TO YOUR PATIENTS

HELP PATIENTS UNDERSTAND THE EXPECTATIONS AND RESPONSIBILITIES FOR ACHIEVING A HEALTHY IMPLANT FOR LIFE

Use the conversation points below when talking to your patients about the process of getting a dental implant

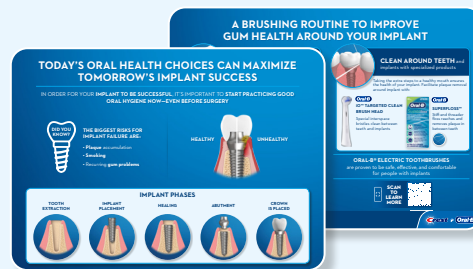


UNHEALTHY IMPLANT



HEALTHY IMPLANT

Reinforce the importance of adapting good oral care habits, even before surgery. Patients should be made aware of the early signs and risks associated with implant failure.



The in-chair laminate is a great tool to review the step-by-step implant process and procedure timeline. Be sure to **highlight the brushing techniques** required at each stage of the healing process.



Be open to questions and comments; **offer positive support** as your patient begins this process.

Offer the Patient Brochure so patients can take your recommendations home.

SUPPORT YOUR PATIENTS AND EQUIP THEM WITH THE TOOLS THEY NEED TO HELP ENSURE IMPLANT SUCCESS

A HEALTHY IMPLANT STARTS WITH PATIENT COMPLIANCE

CREST® + ORAL-B® WANT TO SUPPORT YOU AND YOUR PATIENTS IN ENSURING EVERY IMPLANT IS A SUCCESS



BRUSH TWICE A DAY with products proven to deliver superior gum health*



Oral-B iO™



Round head precisely cups each tooth for superior* gum health



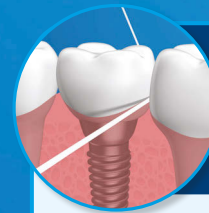
Smart Pressure Sensor helps reduce aggressive brushing



Pro-Timer encourages brushing for the recommended 2 minutes

Crest GUM DETOXIFY™

Antimicrobial toothpaste delivers stannous fluoride around and below the gumline for long lasting gingivitis protection 12 hours after brushing



CLEAN AROUND TEETH and implants with specialized products



Oral-B

iO™ TARGETED CLEAN BRUSH HEAD

Special interspace bristles clean between teeth and implants



Oral-B

SUPERFLOSS™

Stiff-end threader floss reaches and removes plaque in between teeth



ORAL-B® IS PROVEN TO BE SAFE AND EFFECTIVE IN IMPROVING GUM HEALTH OF PATIENTS WITH AN IMPLANT