

2025 PRODUCT GUIDE



TOGETHER WE CAN BUILD
**HEALTHIER &
BRIGHTER SMILES**



REVISED
JANUARY 2025

Providing your patients with at-home solutions that complement your in-office care

As a way to further support your work with patients, this guide offers a comprehensive look at the solutions Crest® + Oral-B® provides.

It's our goal to help you deliver individualized, effective care for each and every patient. With your treatment and recommendations in the office and the right support at home, we know that patient success is truly possible.

- 4** Electric Toothbrush Systems
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Five easy ways to order

Visit crestoralbproshop.com



- Email crestoralborders.im@pg.com
- Call 1-800-543-2577:
Monday-Thursday 9 am-6 pm ET, Friday 9 am-5 pm ET
- Contact your Crest® + Oral-B® representative
- Text 972-992-7378 (972-99CREST);
Monday-Thursday 9 am-6 pm ET, Friday 9 am-5 pm ET



A perfect clean for all patients.

Gaps. Caps. Overlaps. Braces with hard-to-reach spaces.

The Oral-B® electric toothbrush with its dental professional-inspired round brush head helps all patients – even those in good oral health. Make all at-home routines end with a perfect clean for happier patients and healthier check-ups.

Get 100% more plaque removal and healthier gums*.



ORAL-34867

*vs. a regular manual toothbrush



SYSTEM INCLUDES
1 YEAR OF BRUSH HEADS!



TRANSFORMATIONAL GUM HEALTH SYSTEM

- Oral-B® iO™ Series 8 Electric Toothbrush
- Crest® PRO-HEALTH™ Gum Detoxify™ Toothpaste (4.8 oz)
- Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
- Oral-B® Glide™ Deep Clean Floss (16.4 YD/15 m)

Brush heads included: 3 Ultimate Clean, 1 Gentle Care
3 units/case \$419.97/case or \$139.99/patient

A SENSATIONAL CLEAN PATIENTS CAN'T RESIST

TRANSFORM PATIENTS' GUM HEALTH, STARTING DAY 1.
In a clinical study, **100% of patients** moved to a state of healthy gums after just **12 weeks** of use.



ROUND BRUSH HEAD

Combines oscillation rotations from Oral-B's iconic round brush head with the gentle energy of micro-vibrations for an enjoyable brushing experience and a superior* clean.



CONCENTRATED ENERGY

Innovative magnetic drive delivers concentrated energy to the tips of the bristles where it's needed most, allowing the brush head to glide tooth by tooth for a smooth, gentle, quiet cleaning experience.



SMART PRESSURE SENSOR

Provides guidance on how to brush with the right amount of pressure to help protect gums. The ring lights up green when optimal pressure is applied and red when the pressure is too hard.



PERSONALIZATION

3D teeth tracking recognizes 16 brushing zones to help guide patients to their best clean in all areas of the mouth. It also includes an easy-to-navigate interactive color display, 5 brushing modes and a pro-timer to encourage brushing for at least 2 minutes.

ORDER TODAY!



RETAIL VALUE \$305

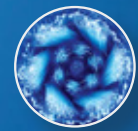
Oral-B iO™ + Oral-B® WATER FLOSSER ADVANCED



THE PERFECT PAIRING FOR A SUPERIOR* WHOLE MOUTH CLEAN!

Help your patients **remove 100% more plaque[‡] and improve their gum health** with the Oral-B® iO™ **while gently removing interdental plaque** with the added convenience of the Oral-B® Water Flosser.

iO™ ELECTRIC TOOTHBRUSH



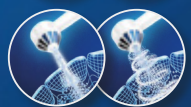
Oral-B® iO™ Electric Toothbrush featuring a round brush head that combines oscillation rotations & micro-vibrations for a superior* clean, concentrated energy, smart pressure sensor, personalization and more for a sensational clean patients can't resist.

OXYJET™ TECHNOLOGY



Water enriched with microbubbles of air helps to improve gum health.

PERSONALIZED EXPERIENCE



2 nozzles offer up to 4 stream settings. **Precision Jet Nozzle** clicks out for a single high-pressure stream and clicks in for a multi-jet stream. **Aquafloss Nozzle** push switch up for a targeted stream and pull switch down for a rotational stream.

ON-DEMAND PULSE



Offers 2 exclusive pulse settings. **Continuous Mode** and **On-Demand Mode**, a special Oral-B® feature that allows patients to release water when needed for a targeted, controlled clean.

INTENSITY LEVELS



Customizable with different water pressures: **Intense, Medium, and Sensitive.**

SPECIALIZED CARE SYSTEM

- Oral-B® iO™ Series 6 Electric Toothbrush
 - Oral-B® Water Flosser Advanced
 - Crest® PRO-HEALTH™ Gum Detoxify™ Toothpaste (4.8 oz.)
 - Oral-B® Superfloss™ Mint (50 ct.)
 - Crest® Braces Care Precision Clean Brushes* (20ct.)
- Brush heads included:** 1 Ultimate Clean, 1 Targeted Clean
- Nozzles Included*:** 1 Precision Jet, 5 Aquafloss
- 3 units/case \$434.97/case or \$144.99/patient**
- *Products included within the system may vary

ORDER TODAY!



[‡]vs. a regular manual toothbrush

GINGIVITIS



WITH ORAL-B® iO™

iO™ GINGIVITIS SYSTEM

Oral-B® iO™ Cleans Even Better than Oral-B® GENIUS™ X. Use together to virtually eliminate gingivitis

- Oral-B® iO™ Series 6 Electric Toothbrush
- Crest® PRO-HEALTH™ Gum Detoxify™ Toothpaste (4.8 oz)
- Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash (250 mL)
- Oral-B® Glide™ Deep Clean Floss (16.4 YD/15 m)

Brush heads included:

- Ultimate Clean

3 units/case

\$269.97/case or \$89.99/patient

WHITENING & GUM HEALTH



(Choice of Black Onyx, Aquamarine, or Rose Quartz)

NEW! COMING SOON! RETAIL VALUE **\$367**

PREMIUM WHITENING & GUM HEALTH SYSTEM

Whiter Smile & Superior Cleaning†, Starting Day 1

- Oral-B® iO™ Series 6 Electric Toothbrush
- Crest® 3DWhitestrips™ Professional White Dental Whitening Kit (20 Treatments)
- Crest® 3DWhite™ Brilliance Deep Stain Remover Daily Toothpaste (2.1 oz)
- Crest® 3DWhite™ Glamorous White Clean Whitening Mouthwash (473 mL)
- Oral-B® Glide™ Deep Clean Floss (43.7 YD/40 m)

Brush heads included:

- 4 Ultimate Clean

3 units/case

\$524.97/case or \$174.99/patient

SPECIALTY



WITH ORAL-B® iO™

ORTHO ESSENTIALS SYSTEM

Specially designed for Ortho patients. Premium technology for optimal oral health and an exceptional brushing experience

- Oral-B® iO™ Series 6 Electric Toothbrush
- Crest® PRO-HEALTH™ Gum & Enamel Restore Toothpaste (4.8oz)
- Crest® PRO-HEALTH™ Advanced Multi-Protection Mouthwash (500mL)
- Oral-B® Superfloss™ Mint (50 ct.)

Brush heads included:

- Ultimate Clean
- Targeted Clean

3 units/case

\$299.97/case or \$99.99/patient

All electric systems come in a **FREE reusable tote bag!**



SHOP SYSTEMS



SCAN NOW!

Oral-B® solutions that provide your patients with an exceptional clean



iO™ DAILY CLEAN SYSTEM

Designed for an easy switch to electric and superior* oral health results

- Oral-B® iO™ Series 2 Electric Toothbrush
- Crest® PRO-HEALTH™ Clean Mint Toothpaste (4.3 oz)
- Crest® PRO-HEALTH™ Advanced Multi-Protection Mouthwash (500mL)
- Oral-B® Glide™ Deep Clean Floss (16.4 YD/15 m)

Brush heads included:

- Gentle Care

3 units/case

\$137.97/case or \$45.99/patient



(Choice of Forest Green or Pure White)

Oral-B® iO™ Series 2 Electric Toothbrush Starter Kit

- Removes 100% more plaque† with advanced technology that's tough on plaque yet, gentle on gums
- Designed for an easy switch to electric toothbrushes with a 1 touch button, quiet sound, long-lasting battery, and it starts on the super-sensitive setting
- 2-minute timer that alerts you every 30 seconds to change brushing zones

1 case of 3 units

Orders of 9 cases or more:

\$110.97/case or \$36.99/patient

Orders of 1-8 cases:

\$137.97/case or \$45.99/patient

Oral-B® Water Flosser Advanced

- Effectively removes plaque bacteria and food particles for healthier gums
- Deep cleans and detoxifies below the gumline* with Oral-B®'s exclusive OxyJet™ technology
- 2 nozzles offer up to 4 stream settings for a personalized experience

1 case of 3 units

\$164.97/case or \$54.99/patient



Oral-B® Vitality™ Pro 400 Sensitive™ Toothbrush

- Effectively reduces plaque
- Timer encourages patients to brush fully by signaling after 2 minutes
- Attractively priced

1 case of 3 units

\$74.97/case or \$24.99/patient



Oral-B® Vitality™ Pro 400 FlossAction™ Toothbrush

- Effectively reduces plaque
- Timer encourages patients to brush fully by signaling after 2 minutes
- Attractively priced

1 case of 3 units

\$74.97/case or \$24.99/patient

SHOP ELECTRIC TOOTHBRUSHES



SCAN NOW!

†vs. a regular manual toothbrush

*Helps reduce plaque bacteria and inflammatory components associated with gingivitis, when used as an adjunct to brushing, flossing and regular professional care



6+
YEARS

Crest® + Oral-B® Kids 6+ Electric System*

AMAZING CAVITY PROTECTION
Remineralizes Weakened Enamel + Helps Prevent Demineralization + Provides Superior plaque removal†**

- Oral-B® Electric Toothbrush
- Includes 1 rechargeable handle, 1 charger, and 1 brush head
- Crest® Kids Advanced 6+ Sugar & Bacteria Shield Toothpaste (4.1 oz)
- Crest® PRO-HEALTH™ Advanced Multi-Protection Mouthwash (500 mL)
- Oral-B® Glide™ + Scope® Floss Picks** (75 ct.)
- **FREE** Kids Bag

3 units/case
\$74.97/case or \$24.99/patient



3+
YEARS

Crest® + Oral-B® Kids 3+ Electric System*

For children 3+, electric toothbrushes are safe and the most effective brushing option†

- Oral-B® Electric Toothbrush (Disney Frozen[§] or Marvel Spiderman)
- Includes 1 rechargeable handle, 1 charger, 1 brush head and 4 handle stickers
- Crest® Kids Advanced Color Changing Toothpaste (4.2 oz)
- Oral-B® Glide™ Gum Care™ Floss Picks** (30 ct.)
- **FREE** Kids Bag

3 units/case
\$74.97/case or \$24.99/patient



Also available:
Oral-B® Kids' Battery Toothbrushes for kids 3+
1 case of 24 units
\$104.88/case or \$4.37/patient

ORDER KIDS ELECTRIC SYSTEMS FOR YOUR OFFICE



SCAN NOW!

† When used as directed
 †† Toothpaste and Mouthwash
 ‡ vs. regular manual toothbrush
 *Kid's systems/components are subject to change
 §Disney Princess will change to Disney Frozen in Spring 2025
 **Adult supervision recommended for children under 10
 ©Disney © Marvel © & TM Lucasfilm Ltd.

Oral-B® iO™ Brush Heads

ONLY compatible with Oral-B® iO™ electric handles



Oral-B® iO™ Targeted Clean

- Ideal for cleaning around crowns, bridges, implants, and orthodontic appliances
- Innovative bristle pattern packs high bristle density in a focused design, to effectively access and clean hard to reach areas

6 packs/case

\$44.94/case or \$7.49/1-pack



Oral-B® iO™ Ultimate Clean

- Reduces plaque build-up along the gumline
- Dual-length bristles surround and reach deep in-between teeth and have higher density for an ultimate clean
- Longer, thinner bristles target hard-to-reach areas while shorter, outer bristles support thorough surface cleaning

6 packs/case

\$44.94/case or \$7.49/1-pack



Oral-B® iO™ Gentle Care

- Oral-B® iO's gentlest brushing experience
- Up to 4,000 high density filaments for a gentle and effective cleaning experience
- Optimized bristle patterns adapt to the curves of the teeth and gums, but are extra soft for maximum comfort

6 packs/case

\$44.94/case or \$7.49/1-pack



Black Oral-B® iO™ Ultimate Clean

- Reduces plaque build-up along the gumline
- Dual-length bristles surround and reach deep in-between teeth and have higher density for an ultimate clean
- Longer, thinner bristles target hard-to-reach areas while shorter, outer bristles support thorough surface cleaning

6 packs/case

\$88.50/case or \$14.75/2-pack



Black Oral-B® iO™ Gentle Care

- Oral-B® iO's gentlest brushing experience
- Up to 4,000 high density filaments for a gentle and effective cleaning experience
- Optimized bristle patterns adapt to the curves of the teeth and gums, but are extra soft for maximum comfort

6 packs/case

\$88.50/case or \$14.75/2-pack

ORDER ORAL-B® REFILL HEADS



**SCAN
NOW!**

*Not compatible with the Oral-B® iO™ Handle.

**vs. regular bristles
†vs a regular manual toothbrush.



**Oral-B®
Sensitive & Gum***

- Now with X-shaped bristles that clean deeper and better**
- Superior plaque removal and gum protection† in one revolutionary brush head
- Features ultra-thin soft bristles that provide a gentle brushing experience along the gumline
- Regular bristles effectively remove plaque
- Improves gum health

**6 boxes/case
\$29.94/case, \$4.99/1-pack**



**Oral-B®
CrossAction™****

- Now with X-shaped bristles that clean deeper and better**
- Unique Oral-B® CrossAction™ bristles gently brush deep between teeth and lift plaque
- Max Clean bristle technology: green bristles turn yellow to signal when it's time to replace the brush head
- Features bristles precisely angled at 16° to perfectly adapt to each tooth
- High-density bristle field with soft, end-rounded bristles for a gentle clean

**6 boxes/case
\$29.94/case, \$4.99/1-pack**



**Oral-B®
FlossAction™****

- Now with X-shaped bristles that clean deeper and better**
- Unique MicroPulse™ bristles penetrate deep between teeth and sweeps away up to 92% of plaque from hard-to-reach areas†
- Max Clean bristle technology: green bristles turn yellow to signal when it's time to replace the brush head
- Use to reduce excessive plaque and help prevent tartar build-up

**6 boxes/case
\$29.94/case, \$4.99/1-pack**



**Oral-B® Sensitive
Gum Care***

- ExtraSoft bristles made of a soft, crimped filament
- Use to gently clean sensitive teeth and inflamed gums
- Great brush head refill for kids 3+

**6 boxes/case
\$29.94/case, \$4.99/1-pack**



**Oral-B®
Interproximal Clean***

- The special interspace bristles clean between teeth, as well as around bridges, crowns, implants, and orthodontic appliances

**6 boxes/case
\$29.94/case, \$4.99/1-pack**

*Not compatible with the Oral-B® iO™ Handle.

**vs. regular bristles

†Based on a single use brushing study.

ORDER ORAL-B® REFILL HEADS



**SCAN
NOW!**

Crest®: #1 Dentist-Recommended At-Home Whitening Brand

FASTEST RESULTS



RETAIL VALUE \$79.99

Crest® 3DWhitestrips™ Supreme Professional Exclusive + Light†

- Our fastest, most effective whitening solution. Boost with LED Light for even better whitening results*.
- 11% Hydrogen Peroxide removes over 25 years of stains.
- AdvancedSEAL™ No Slip Technology for a better whitening experience.
- 21 Applications (42 strips) and 1 LED Light per Kit.

4 kits/case
\$199.96/case or \$49.99/kit



RETAIL VALUE \$54.99

Crest® 3DWhitestrips™ Professional White

- Start seeing a whiter smile in 3 days with full results in 20 days.
- 11% Hydrogen Peroxide removes over 15 years of stains.
- Features AdvancedSEAL™ No Slip Technology.
- 20 Applications (40 Strips) per Kit.

8 kits/case
\$279.92/case or \$34.99/kit

VIRTUALLY ZERO SENSITIVITY



RETAIL VALUE \$49.99

Crest® 3DWhite Daily Whitening Serum with LED Accelerator Light**

- Highly active micro-droplets with over 20% hydrogen peroxide suspended in a water-resistant base whiten while keeping teeth hydrated. 3% peroxide overall.
- Perfect for patients with sensitivity or younger patients 12+.
- Approximately 32 uses per kit.

3 kits/case
\$104.97/case or \$34.99/kit



RETAIL VALUE \$24.99

Crest® 3DWhite Daily Whitening Serum

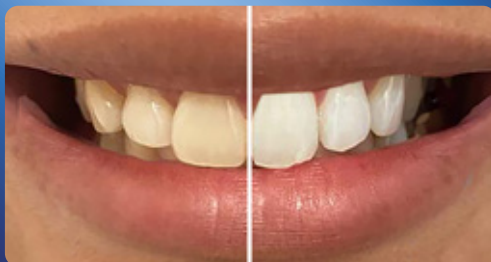
- The perfect daily whitening solution to maintain a white smile.
- 3% peroxide overall.
- Perfect for patients with sensitivity or younger patients 12+.
- Approximately 32 uses per kit.

8 kits/case
\$140/case or \$17.50/kit

REMOVE OVER 25 YEARS OF STAINS

BEFORE

AFTER*



*individual results may vary

ORDER CREST® WHITENING



SCAN NOW!

† Available only through Dental Professionals vs Crest 3DWhitestrips alone
** for faster whitening vs. Crest 3DWhite Daily Whitening Serum alone

For patients with gingival inflammation and bleeding

Crest

Protect gums up to 4mm below the gumline



Detoxifies subgingival plaque¹

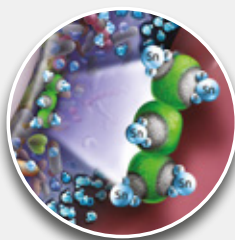


*with twice daily brushing

Stannous fluoride substantive technology keeps working to neutralize toxins and heal gums*, fast



Deeper biofilm penetration[‡] with Activated Foam



Better toxin neutralization^{‡‡}



Reduces bleeding even around implants²

*with twice daily brushing

[‡]In situ biofilm.

^{‡‡}vs Colgate® TotalSF Whitening and Paradontax™

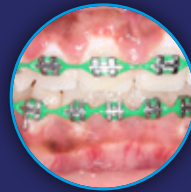
¹Klukowska M, et al. Am J Dent 2018;31(4):184-188

²Data on file

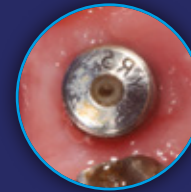
RECOMMEND **Crest** FOR SUPERIOR GUM PROTECTION

The consequences of bleeding

- 3.2x more likely to have attachment loss¹
- 46x more likely to lose a tooth¹



Ortho

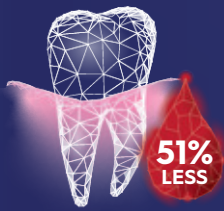


Implant



Gingivitis

Meta-analysis of literature on Crest® stannous fluoride formulations



51%
less bleeding
vs Sodium Fluoride²

3.7x
GENERALLY
HEALTHY

By using Crest® formulations your patients are **3.7x more** likely to shift to generally healthy (<10% bleeding) vs Sodium Fluoride Toothpaste²

These benefits are similar to reductions in bleeding seen:

2 weeks flossing³ / 1 week post-prophy⁴

**PLAQUE
TOXICITY
REDUCED**

Even in patients who appear healthy, plaque toxicity is reduced preventing gingivitis symptoms⁵



EXPERTISE
YOU CAN TRUST

60+ years of
formulating experience,
200+ US patents, **100+** clinical trials



EFFICACY
TO BELIEVE IN

Significantly deeper penetration
of the biofilm** and better
neutralization of harmful toxins vs.
Colgate Total SF & Parodontax.



EXPERIENCE
PATIENTS LOVE

69% of people who brushed
with Crest® Gum Detoxify™
wanted to brush longer⁵

¹Schätzle M, et al. J Clin Periodontol. 2003;30(10):887-901

²Biesbrock A, et al. Controlled Trials J Clin Periodontol, Dec 2019

³Biesbrock A, et al. J Periodontol, 2006; 77, 1386-1391.

⁴McClanahan SF, et al. J Periodontol, 2001; 72: 383-392.

⁵Klukowska, et al. J Clin Dent. 2017 Jun;28(2):16-26.

SOFT TISSUE



Crest® PRO-HEALTH™ Gum Detoxify™*

- Formulated to penetrate tough biofilm and neutralize toxins up to 4mm below the gumline for clinically proven healthier gums.
- 51% less bleeding sites in three months vs. sodium fluoride.¹

Full size (4.8 oz):
1 case of 24 tubes
\$122.16/case or \$5.09/tube

Trial size (0.85 oz):
1 case of 72 tubes
\$23.76/case or \$0.33/tube

PREVENTION



Crest® PRO-HEALTH™ Sensitive and Gum*

- Starts treating sensitivity immediately by blocking dentinal tubules, for relief within days!²
- Formulated for mitigation of gingival inflammation and sensitivity.
- Provides patients with a gentle brushing experience.

Trial size (0.85 oz):
1 case of 36 tubes
\$11.88/case or \$0.33/tube

WHITENING



Crest® 3DWhite™ Brilliance**

- Whitens teeth by removing 100% more surface stains.[‡]
- 24-hour surface stain prevention with twice daily brushing.

Full size (4.6 oz):
1 case of 24 tubes
\$122.16/case or \$5.09/tube

Trial size (0.85 oz):
1 case of 72 tubes
\$23.76/case or \$0.33/tube

ORDER CREST® PASTES



SCAN NOW!

*P&G calculation based on U.S. reported sales data for yr ending w/o 3/28/20

¹Biesbrock A et al. J Clin Periodontal (2019) Sep 28. doi: 10.1111/jcpe.13203

²West N. et al. Bioavailable gluconate chelated stannous fluoride toothpaste meta-analyses: Effects on dentine hypersensitivity and enamel erosion. Journal of Dentistry, Volume 105, 2021.

* Stannous Fluoride

** Sodium Fluoride

***Sodium MFP

[‡]plaque bacteria

KIDS



Crest® Kids Advanced 6+ Sugar & Bacteria Shield*

- Advanced antibacterial fluoride formula protects kids from cavities.
- 12 hours protection to fight cavity-forming plaque acids.

Trial size (0.85 oz):
1 case of 72 tubes
\$23.76/case or \$0.33/tube



Crest® Kids Advanced Color Changing Toothpaste, starting at 3+***

- Color-changing formula helps kids brush up to 2X longer.
- Changes colors from blue to pink after 2 minutes of brushing.
- Fights cavities with fluoride formula.

Full size (4.2 oz):
1 case of 24 tubes
\$62.16/case* or \$2.59/tube*



Crest® Kids Cavity Protection for kids of all ages, starting at 2+**

- Fights caries.
- Gentle on tooth enamel
- Sparkle Fun formula in fun bubblegum flavor kids love.

Full size (4.6 oz):
1 case of 24 tubes
\$34.56/case or \$1.44/tube

Trial size (0.85 oz):
1 case of 72 tubes
\$23.76/case or \$0.33/tube

ORDER CREST® PASTES



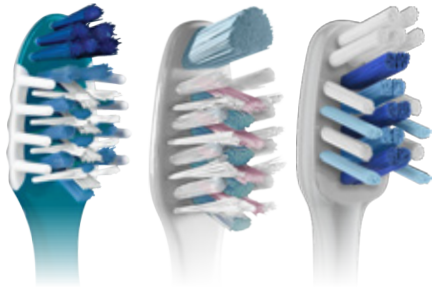
SCAN
NOW!

*Stannous Fluoride
** Sodium Fluoride
†vs regular toothpaste
***Sodium MFP
* effective July 26th

Creating your custom manual bundle is easy!

STEP 1 - Select your toothbrush

Oral-B® CrossAction™



CrossAction™ All-in-One (35 soft) CrossAction™ Gentle Clean (35 extra soft) CrossAction™ Compact (23 soft)



WITHOUT FLOSS
\$0.96

WITH FLOSS
\$1.16

Oral-B® Advanced Series™



Gum Care Compact (21 extra soft) Deep Clean (35 soft) Sensitive (35 extra soft) Vivid Whitening (35 soft)



WITHOUT FLOSS
\$0.86

WITH FLOSS
\$1.06

Basic Clean



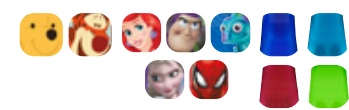
Indicator (30 and 35 soft)



WITHOUT FLOSS
\$0.78

WITH FLOSS
\$0.98

Oral-B® Kids



WITHOUT FLOSS
\$0.81

WITH FLOSS
\$1.01

STEP 2 - Select your FREE toothpaste



STEP 3 - Select your floss



*Toothbrush colors are subject to change

Oral-B #1 DENTIST-RECOMMENDED TOOTHBRUSH BRAND WORLDWIDE



CROSSACTION™
ATTACKS PLAQUE 5X
WITH EVERY STROKE



POLISHED
END-ROUNDED BRISTLES
FOR A GENTLE CLEAN



POWER TIP BRISTLES
REACH DEEP



TONGUE & CHEEK
CLEANER REMOVES
ODOR-CAUSING
BACTERIA

Perfectly angled bristles for superior plaque removal



ORAL-B® CROSSACTION™
ALL-IN-ONE



REACH DEEPER
& REMOVE MORE PLAQUE
BETWEEN TEETH*

35 Soft

Available in 4 colors†

1 box of 12 brushes
\$15.00/box or \$1.25/patient

Price in bundle is \$1.16/patient



ORAL-B® CROSSACTION™
GENTLE CLEAN



35%
MORE FLEXIBILITY
EXTRA SOFT
BRISTLES



Sensitive Brush

35 Extra Soft

Available in 4 colors†

1 box of 12 brushes
\$15.00/box or \$1.25/patient

Price in bundle is \$1.16/patient



ORAL-B® CROSSACTION™
COMPACT



UP TO
100%
BETTER REACH
IN TIGHT SPACES*

PROFESSIONALLY INSPIRED
COMPACT BRUSH HEAD

23 Soft

Available in 4 colors†

1 box of 12 brushes
\$15.00/box or \$1.25/patient

Price in bundle is \$1.16/patient

Imprint available for all brushes with the exception of Healthy Clean and Kids toothbrushes.

*vs. a regular manual toothbrush.

†Toothbrush colors are subject to change

Oral-B®: #1 Dentist-recommended toothbrush brand worldwide

GUM HEALTH

Oral-B® Gum Care Compact



- Compact brush head provide effective clean in hard-to-reach areas
- Extra soft, multi level bristles provide softness on gums and a deep clean
- Improves Gum Health in 2 Weeks



Sensitive Product

Compact 21 extra soft
Available in 4 colors†

1 box of 12 brushes
\$13.44/box or
\$1.12/patient
Price in bundle is \$1.06/patient

GREAT CLEAN FOR EVERY PATIENT

Oral-B® Deep Clean



- Power Tip bristles reach deep to provide a more thorough clean*

35 soft
Available in 4 colors†

1 box of 12 brushes
\$13.44/box or
\$1.12/patient
Price in bundle is \$1.06/patient

Oral-B® Sensitive



- Extra soft, end-rounded bristles are gentle on teeth and gums



Sensitive Product

35 extra soft
Available in 4 colors†

1 box of 12 brushes
\$13.44/box or
\$1.12/patient
Price in bundle is \$1.06/patient

Oral-B® Vivid Whitening



- Delivers a brighter, whiter, healthy-looking smile
- Polishing cup bristles clean and whiten teeth by gently removing surface stains

35 soft
Available in 4 colors†

1 box of 12 brushes
\$13.44/box or
\$1.12/patient
Price in bundle is \$1.06/patient

SHOP ORAL-B® MANUAL TOOTHBRUSHES



SCAN NOW!

Imprint available for all brushes with the exception of Healthy Clean and Kids toothbrushes.
* vs a regular manual toothbrush
† Toothbrush colors are subject to change

BASIC CLEAN

Oral-B® Indicator™



- Removes plaque and food from teeth to prevent decay
- Blue Indicator Bristles fade to signal when to replace toothbrush

30 and 35 soft

Available in 4 colors†

1 box of 12 brushes
\$12.24/box or
\$1.02/patient
**Price in bundle is
\$0.98/patient**

SPECIALTY

Oral-B® Orthodontic Ergo Grip Brush



- Special V-trimmed bristles to remove plaque from braces and teeth
- Cleans wires and brackets associated with retainers, headgear, and other types of orthodontic work



35 soft

1 box of 12 brushes
\$12.24/box or
\$1.02/patient
**Price in bundle is
\$0.98/patient**

SHOP ORAL-B® MANUAL TOOTHBRUSHES



SCAN
NOW!



*Made with US and imported parts

Imprint available for all brushes with the exception of Oral-B® Healthy Clean and Kids toothbrushes.

† Toothbrush colors are subject to change

KIDS



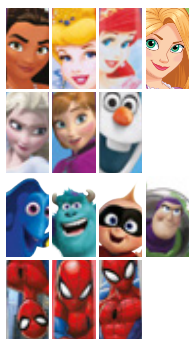
- Baby-soft bristles
- Cushioned head protects baby's gums
- Nonslip handle designed for a parent's hand

Available in fun Disney Pooh character graphics



- Tapered head and Power Tip bristles for first permanent teeth
- Bigger, squeezable handle for a good grip

Available in Disney Princess and Frozen, Disney•Pixar and Marvel Spiderman character graphics



Assorted characters available in boxes of 6
1 box of 6 brushes
\$6.72/box or \$1.12/patient
Price in bundle is \$1.01/patient



- Color-changing bristles signal when to replace toothbrush
- Features Power Tip bristles and tongue cleaner

1 box of 6 brushes
\$6.72/box or \$1.12/patient
Price in bundle is \$1.01/patient



BRISTLES CHANGE FROM GREEN TO YELLOW WHEN IT'S TIME TO REPLACE



- Power Tip combined with CrossAction™ bristles for good reach and clean
- Color changing bristles signal when to replace toothbrush
- Handle sized for comfort and control
- Available in 6 colors

1 box of 6 brushes
\$6.72/box or \$1.12/patient
Price in bundle is \$1.01/patient



COLOR CHANGING INDICATOR BRISTLES



*Made with US and imported parts

SHOP ALL CREST® + ORAL-B® KIDS



SCAN NOW!

Disney Oral-B
Crest® + Oral-B® 3+ character products are compatible with the **FREE** Disney® Magic Timer App by ORAL-B®

Imprint available for all brushes with the exception of Oral-B® Healthy Clean and Kids toothbrushes.

© Disney © Disney/Pixar © MARVEL

Oral-B®: #1 Dentist-Recommended Floss Brand



Oral-B® Glide™ Deep Clean

- Removes plaque bacteria where a brush can't reach
- Micro-textured to clean powerfully

40m: 1 box of 48 units

\$95.52/box

15m: 1 box of 72 units

\$54.00/box

4m: 1 box of 72 units

\$28.08/box



Oral-B® Glide™ + Scope Floss Picks (3-pack sachet)

- Slides up to **50% more easily***
- Removes plaque to fight bad breath for long lasting freshness
- Great for getting patients to start flossing

3-pack sachet—1 box of

72 units

\$28.08/box



Oral-B® Complete SATINFLOSS™

- Exceptional shred resistance and strength
- Satin-like finish is gentle on gums and fingers

5.5 yd (5 m) size:

1 case of 144 units \$56.16/case

10 yd size:

1 case of 144 units \$56.16/case



Crest® Braces Care™ Precision Clean Brushes

- Precision Cleaning bristles remove food & plaque in hard-to-reach places
- Comfortable grip for quick, easy, and convenient use

48 packs of 20ct

\$143.52/case



Oral-B® Superfloss™

- Easy insertion with stiff end threader
- Effectively cleans large interproximal areas with soft, spongy floss
- Ideal for patients with crowns, bridges, orthodontic appliances, implants, or large interproximal spaces

Trial pack—100 bags of
10 flosses

\$80.00/case (mint or
unflavored)

Office pack—24 boxes of
50 flosses

\$66.00/case (mint)

SHOP ORAL-B® FLOSS



SCAN
NOW!

*vs. a leading floss pick
**vs. regular floss

Fixodent®: #1 Dentist Recommended Denture Adhesive Brand*



Fixodent® Denture Starter Kit

- Our Denture Starter kits help your patients become confident with their new smile. Each kit includes:
 - One Ultimate Fixodent Professional Adhesive cream (0.35 oz). The precision tip nozzle provides easy application for full and partial dentures
 - One Oral-B Denture brush cleans denture surfaces and removable partial appliances
 - One Crest Mouthwash to kill bad breath germs
 - Information to help your patient become familiar with caring for their dentures

1 case of 24 kits
\$52.80/box



Fixodent® Professional Denture Adhesive Gravity Feed Box

- Our ULTIMATE Denture Adhesive Cream
- Designed with Dentists
- Best Hold**, Best Food Seal**, Best Gum protection**
- Precision Tip nozzle provides easy application on both full and partial dentures

1 box of 50 tubes
\$25.15/ box



Denture Brush

- Cleans denture surfaces and removable partial appliances
- Large multi-tufted brush head
- Smaller, angle-trimmed brush head
- Firm, nylon bristles
- Large, easy-grip handle

1 box of 6 brushes
\$6.66/box

ORDER TODAY!



SCAN NOW!

*Among dentists that recommend brands of adhesive. **In our Fixodent Line-up

PRE-PROCEDURAL RINSES



Crest® PRO-HEALTH™ Advanced Enamel Care Mouthwash

- Anticavity fluoride mouthwash
- Contains Cetylpyridinium chloride (CPC) to kill bad breath germs
- Alcohol free
- Fresh Mint flavor

1 L: 6 bottles/case
\$20.88/case

1.2 fl oz:
48 bottles/case
\$21.60/case



Crest® PRO-HEALTH™ Multi-Protection Clean Mint Mouthwash

- Formulated with CPC to reduce plaque and gingivitis and kill bad breath germs
- Alcohol free
- Clean Mint flavor

1 L: 6 bottles/case
\$20.88/case



Crest® Breath Bacteria Blast Mouthwash

- Contains 1.5% Hydrogen Peroxide
- Kills millions of bacteria that cause bad breath
- Whitens teeth in 7 days
- Provides fresh breath that lasts

946 mL: 6 bottles/case
\$20.88/case



Crest® 3DWhite™ Glamorous White Clean Whitening Mouthwash

- Contains 1.5% Hydrogen Peroxide
- Whiter smile in 7 days
- Kills bad breath germs and Radiant Mint flavor freshens breath

946 mL: 4 bottles/case
\$20.08/case



Crest® Scope® Classic Mouthwash

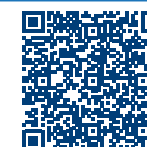
- Freshens Breath
- Kills millions of bad breath bacteria
- Original Mint flavor

1 L: 6 bottles/case
\$15.66/case

1.2 fl oz:
48 bottles/case
\$21.60/case



ORDER TODAY!



SCAN NOW!

Crest + Oral-B JUST FOR YOU

Thank you for your partnership! Enjoy these exclusive offers for dental professionals.

Oral-B® iO™
PROFESSIONAL TRIAL UNIT

JUST \$109.99 EACH*

Retail Value \$249

Crest

PROFESSIONAL EXCLUSIVE

Crest® 3DWhitestrips™ Supreme Professional Exclusive + Light \$199.96/case or \$49.99/kit 4 kits/case

Crest® 3DWhitestrips™ Professional White \$279.92/case or \$34.99/kit 8 kits/case

Oral-B® iO™

\$7.49/1-pack or \$44.94/case
Brush heads in cases of 6

ONLY compatible with Oral-B® iO™ electric toothbrushes

TARGETED CLEAN
ULTIMATE CLEAN
GENTLE CARE

Crest

Protect gums up to 4mm below the gumline

24h Antibacterial Fluoride Protection*

Crest PRO-HEALTH GUM DETOXIFY
Kills bacteria to stop bleeding gums
NET WT 4.8 OZ (136 g)

Crest PRO-HEALTH GUM DETOXIFY
Kills bacteria to stop bleeding gums
NET WT 4.8 OZ (136 g)

1 case of 24 tubes, \$122.16/case or \$5.09/tube *with twice daily brushing

Oral-B®

WATER FLOSSER ADVANCED
PROFESSIONAL TRIAL UNIT

Effectively removes bacteria and food particles for healthier gums. Deep cleans and detoxifies* below the gumline with Oral-B®'s exclusive **OxyJet™** technology.

JUST \$54.99 EACH^s

Retail Value \$89.94

*Limit one (1) Professional Only Personal Use Electric Toothbrush Trial Unit at \$109.99 and one (1) Oral-B® Water Flosser Advanced Professional Trial Unit at \$54.99 each per practicing dentist, dental hygienist, dental assistant, student, or staff within a practicing office, per calendar year, without exception. Free ground shipping. Please allow 7-10 business days for delivery after receipt of order. Terms are 30 days net. Sales tax applicable where required by state law. All merchandise will be shipped by P&G Oral Health. Prices are subject to change without notice.

* Helps reduce plaque bacteria and inflammatory components associated with gingivitis, when used as an adjunct to brushing, flossing and regular professional care

Ordering made easy—just reach out to us

Six easy ways to order

1. Phone **toll free: 1-800-543-2577** (Monday–Thursday 9 am–6 pm ET, Friday 9 am–5 pm ET)
2. Email crestoralborders.im@pg.com
3. **Via the Internet at crestoralbproshop.com 24 hours a day, 7 days a week**
4. Text 972-992-7378 (972-99CREST); Monday – Thursday 9am – 6pm ET, Friday 9 am – 5 pm ET
5. Chat with a live agent (not AI) on CrestOralBProshop.com. Just log in, and when you see the “Live Chat” icon in the lower right corner, a live Customer Service Agent is ready to help.

- We accept Visa, MasterCard, Discover, and AMEX
- Net is due 30 days from date of invoice. Sales tax will be added if required by state law
- Lead time, including shipping for Oral-B toothbrushes: 7–10 business days for receipt of order when placed
- Product availability and pricing is subject to change without notice.
- Procter & Gamble reserves the right to limit quantities ordered to the amount reasonably necessary for distribution to your patients and/or clients
- Shipping fees: Ground shipping for orders over \$75 for all customers in the United States (including Alaska and Hawaii) is free. All orders less than \$75 will have a \$10 per order shipping fee. All shipping is at the customer’s expense.

Convenient Auto Shipments

- If you would like to customize an Auto Shipment, please contact your field representative or customer service. Either will be happy to work with the office to set up the products, quantities and orders needed.
- You may change, pause or cancel your order via the Internet at crestoralbproshop.com 24 hours a day, 7 days a week or by calling **1-800-543-2577** at least 10 days before the order is scheduled to ship. We highly recommend having an email address on your account for advance shipment notifications of automatic Shipment Plan/Subscription orders.

Returns and recalls

Product Return Policy

- Product may be returned for full credit within 90 days of receipt
- No credit will be given for product returned past 90 days
- No returns for expired product
- No returns for discontinued product
- No returns for Crest Whitestrips, Crest 3DWhite Daily Whitening Serum, Scope, Crest Mouthwash, or Fixodent items due to temperature control requirements
- Imprinted toothbrushes cannot be returned for credit

- Items purchased that are bundled must all be returned, including any free goods
- Items being returned must be in original unmarked cases/boxes. No partial cases/boxes will be accepted.

Product Return Process

- A Customer Service Agent MUST authorize all returns. Please call **1-800-543-2577**. We will issue a Return Authorization Letter. Provide invoice number, quantities, and reason for return
- Send returns, accompanied by the Return Authorization Letter, to:

Crest Oral-B—P&G Oral Health
1832 Lower Muscatine Rd
Iowa City, IA 52240
Attn: Return Dept

- Customers are responsible for return shipment costs except in cases of damaged product or product shipped in error

Damaged Product Returns

- Must be accompanied by a Return Authorization Letter. Shipping costs will be covered by Procter & Gamble
- If you receive a damaged item, please retain the shipping carton for photos/UPS review until resolved
- Damaged or missing product must be reported within 30 days

Recalls

- In the event of a product recall, Procter & Gamble will notify customers about procedures for returning recalled product

Order limits

Crest + Oral-B’s Professional Pricing offers every day low pricing so dental offices can personally try and confidently recommend premium products to their patients at a great value. For that reason, our products are intended only for dental professionals to sample to patients under their care. To ensure we can continue to offer this pricing, we do have order maximums in place:

Product	Max. Cases/Order	Max. Cases/Calendar Year
Crest Personal-size Toothpaste	5	25
Crest Whitestrips	5	25
Crest 3DWhite Daily Whitening Serum	5	25
Oral-B Water Flosser Advanced Trial Unit: 1 each per dental office staff member per calendar year		
Oral B iO professional trial unit: 1 each per dental office staff member per calendar year		

Resale policy

- Any Crest Whitestrips product, Crest 3DWhite Daily Whitening Serum, Oral-B Electric Rechargeable refill heads, all Oral-B Premium Electric Toothbrushes (excluding Professional Electric Trial units) Oral-B Water Flosser Advanced are intended for resale by dentists to patients under their care.
- This resale activity is not allowed on the open Internet (ie. E-bay, Amazon, etc.) nor allowed on websites specifically created by Dentists to sell to the public.
- If purchasing Dental Professional or organization exceed below quantities, a Resale Agreement must be signed, and on file at the P&G OSB Vendor before products will be shipped.
 - 5 cases total of Crest Whitestrips and Crest 3DWhite Daily Whitening Serum
 - 144 Oral-B Electric Rechargeable refill heads
 - 48 Oral-B Premium Electric Toothbrushes and/or Oral-B Water Flossers (16 cases)
- For Group Accounts, only one signed Resale Agreement on behalf of all offices in the Group needs to be on file at OSB vendor.
- No Manual Brushes, Paste, Rinse, or Floss are available for resale.

Notice of Change in Terms and Conditions of Sale

We remind you that dental distributor pricing is at the discretion of the dental distributor. Information subject to change without notice. Not responsible for typographical errors.

Terms and Conditions

P&G Oral Health reserves the right to change product prices, terms and policies related to product sales at any time without notice.

Ship from

Orders are shipped from The Procter & Gamble Distributing LLC, 1832 Lower Muscatine Rd, Dock 7-13, Iowa City, IA 52240



Visit and bookmark dentalcare.com
**GET FREE CE, PATIENT MATERIALS,
 EVENT ACCESS & MORE!**



GET SOCIAL WITH US
@CrestOralBPro!



RECOMMEND CREST® + ORAL-B® SOLUTIONS FOR IMPROVED ORAL HEALTH

Five easy ways to order:

Visit crestoralbproshop.com



- Email crestoralborders.im@pg.com
- Call 1-800-543-2577:
Monday–Thursday 9 am–6 pm ET, Friday 9 am–5 pm ET
- Contact your Crest® + Oral-B® representative
- Text 972-992-7378 (972-99CREST):
Monday–Thursday 9 am–6 pm ET, Friday 9 am–5 pm ET