



Did You Know that 93.9% of Americans have some form of Gingivitis?¹

Avoid these common brushing barriers to better protect your oral health:



Incorrect Brushing Technique

Some people scrub and don't give proper attention to each tooth.



Brushing Too Fast

Most people brush for less than the recommended 2 minutes.



Brushing Too Hard

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



Missing Brushing Zones

Hard-to-reach areas are often easy to miss.

Gum Disease Progression



Switch to **Oral-B iO** for 100% more plaque removal and healthier gums*

Electric toothbrushes are indicated to help treat and prevent gingivitis.

*vs. a regular manual toothbrush

¹Source: Li Y, Lee S, Hujoel P, Su M, Zhang YP, Devizio W. Prevalence and severity of gingivitis in American adults. Am J Dent. 2010 Feb; 23(1):9-13, PMID: 20437720.





Oral-B iO™

A perfect clean for all teeth.

Switch to an Oral-B® iO™ electric toothbrush to address common brushing barriers and help protect your oral health. With Oral-B® iO™ you'll enjoy:



Perfect Brushing Technique

Oral-B® iO™ features a round brush head that cups each tooth for a precise clean.



Timed to Perfection

A 2-minute brushing timer ensures your teeth get the attention they deserve.



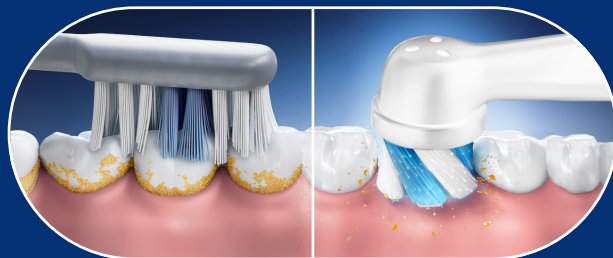
Precise Pressure

With a built-in pressure sensor, Oral-B® iO™ displays a red light when brushing too hard, and a green light when brushing just right, for gum and enamel protection.



Whole Mouth Coverage

Teeth tracking guides you to your best clean in all areas of the mouth for healthier teeth and gums.*



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