

# LEADING DIGITAL HEALTH INNOVATION TO ENABLE BETTER ORAL HEALTH FOR ALL



**There is an oral health crisis in America with tooth decay being the #1 chronic disease.** That's why Oral-B is developing new digital health innovations to enable better oral health for all. Within its robust ecosystem, Oral-B delivers innovative consumer products while simultaneously providing better oral care education and improving access to oral health solutions, making them easier to use and more accessible.



## INNOVATION

Leading oral health innovation with its most advanced technology, Oral-B iO

- **Better experience:** 96% felt more confident about their oral health when using iO
- **Better brushing:** Real-time coaching on time, pressure and coverage
- **Better oral health:** 100% healthier gums in just one week, six times more plaque removal along the gumline (when compared to a manual toothbrush)
- **Better results:** 100% of regimen users resolved their gingivitis and achieved healthy gums in 12 wks (vs. just 7% of manual users!)
- **Industry recognition:** Oral-B iO was the most awarded electric toothbrush of 2020.



## iO10 with iOSense

Built on Oral-B's award-winning iO technology, iO10 with iOSense is the ultimate oral health coach.

- iO10 with iOSense provides live coaching directly on the charging base
- iOSense guides your time, pressure and coverage in real-time without the use of a phone and app
- A clock and a timer to help you brush for the dentist-recommended two minutes
- User brushing data syncs from iOSense to the Oral-B app
- Seven different cleaning modes for a personalized clean
- Smart Pressure Sensor helps keep gums healthy and protected
- Launching in key markets starting in 2022



## iO4 and iO5

Delivers the same great iO technology and clinical results with broader accessibility

- 4+ brushing modes to personalize your cleaning experience
- Rainbow celebration lights for brushing for two minutes
- Refill LED reminder directly on the handle
- iO5 provides users with real-time coverage tracking and coaching, via the Oral-B app
- Launching nationwide



## ACCESS

Improving access to oral health solutions through a combination of digital health tools and philanthropic efforts in partnership with Grin

- **Access to Dental Professionals:** Better access to oral health insights and at-home professional consultations via teledentistry
- **Access to Orthodontists:** Reduces the number of in-person visits by enabling at-home consultations
- **Access to Personalized Care:** Patients can capture and share images of their mouth and orthodontists can virtually recommend oral care products and behaviors
- **Advancing Remote Dental Care:** This technology will continue to expand and empower patients to take greater control of their oral health at home, while providing more frequent access to dental professionals

## EDUCATION

Educating adults and children on how to create better brushing habits to improve their oral care

- New educational video game, “Attack of the Cavity Creeps” reinforces proper brushing habits and routines, making oral health fun and engaging for all
- Story and characters were first introduced in the well-known 1970’s “Cavity Creeps” ad campaign
- Players will drop right into the middle of Toothopolis to complete missions to combat bad breath, discoloration, gum disease, enamel erosion and defeat General Decay
- The new game will be rolled out to kids and families as a part of Crest and Oral-B’s commitment to “Closing the Smile Gap” increasing oral health education

