

# INTRODUCING **Oral-B** iO

Every so often, a product innovation has an opportunity to go beyond a standard upgrade. Introducing the Oral-B iO™ - it has reimagined brushing from the inside out with breakthrough innovative features and designs that will elevate your expectations in experience and performance.

At the core of Oral-B iO™ is an innovative frictionless magnetic drive and reinvented brush head that combines rotating, oscillating bristles with micro-vibrations for the feeling of a professional-level clean every day.



**Linear Magnetic Drive:** created from the need to deliver a more effective and enjoyable brushing routine. Producing controlled, harmonious movements, the quiet and frictionless linear drive system efficiently transfers more energy directly to the bristle tips.



**Superior Cleaning Action and Redesigned Brush Head:**

Oral-B iO™ brush heads combine oscillating, rotating movements with micro-vibrations to ensure a deep clean that reaches every contour. The brush head has been redesigned with twisted bristles and reinforced with high-density tuft-in-tuft configuration, for a sensational brushing experience.



**Bimodal Smart Pressure Sensor:** an innovation that is the first of its kind to provide positive brushing feedback, identifying and guiding users to brush in the optimal pressure range. The Sensor features a variable-speed smart drive that adjusts amplitude to protect gums and enamel.



**Smart Display with Personalized Brushing Modes:** an intuitive interface that greets users, while also providing coaching and motivation throughout the cleaning process. Features up to seven brush modes for a highly personalized experience.



**Artificial Intelligence Tracking via the Oral-B iO™ App:** provides real-time individual tracking and coaching, thanks to artificial intelligence informed by thousands of recorded brushing sessions. Oral-B iO™ has a simple and intuitive user interface that guides consumers through a two-minute brushing session with 3D teeth tracking to ensure a professional clean feeling every time.

The new Oral-B iO™ will be available for purchase beginning in August 2020. For more information about Oral-B iO™, visit [oralb.io](https://oralb.io). To join the Oral-B iO™ waitlist and be among the first to receive it, visit [oralb.io/sign-up](https://oralb.io/sign-up).

