

Oral-B

clic™

# Customize your clean with the Oral-B Clic manual toothbrush. Beautifully designed with uncompromised performance.

It's time to elevate your daily brushing routine. Oral-B has combined a distinctive, iconic design with leading dental expertise to create a new toothbrush that delivers Next-Gen cleaning performance.

The Oral-B Clic features a replaceable brush head with patented technologies, a high-value, beautifully designed and durable handle, and a magnetic brush holder that sticks to any surface. Each brush can be customized with three unique brush heads and nine different handle colors to choose from. Equipped with the unique CLICfit mechanism, people can reuse 80% of the brush by replacing only the brush head every 3 months.



**1. BRUSH HEAD:** Oral-B's best performing replaceable manual brush head. Features proprietary technology with its Next-Gen CrissCross™ with 45 degree angles and introduces high-performance X-Filaments that target plaque even in the hardest to reach spots.

**2. UNIQUE CLIC-FIT MECHANISM:** Long lasting, high-precision fit.

**3. CHROME RING & DURABLE MATERIALS:** Mirror-finish premium accent and silver satin housing, chrome accents, and black ceramic-like for a premium look and feel.

**4. MAGNETIC HANDLE & HOLDER:** Clic handles are made from metallic, magnetic materials.

**5. SOFT THUMB GRIP:** Sophisticated diagonal pattern, for good grip.

**6. HANDLE WEIGHT & INVISIBLE ROLL-STOP:** Balanced weight distribution keeps the brush head upright. Well balanced center of gravity for perfect handling.

Oral-B Clic brushes are available at all major retailers and online at [oralb.com/shop/clic-toothbrush](http://oralb.com/shop/clic-toothbrush).

## PR CONTACTS

**Velvet Gogol Bennett** – P&G Global Health Care Communications  
[gogolbennett.vc@pg.com](mailto:gogolbennett.vc@pg.com), 513.634.5576

**James Collard** – Citizen Relations  
[james.collard@citizenrelations.com](mailto:james.collard@citizenrelations.com), 801.698.7824

