

TAKE ONE

**Oral-B** iO™

**A perfect clean  
for all teeth.**



**Learn how an Oral-B®  
electric toothbrush can  
improve your at-home  
oral care routine.**

**Oral-B**  
iO

DID YOU KNOW THAT

93.9%

OF AMERICANS HAVE SOME FORM OF GINGIVITIS?<sup>1</sup>

Not only is gingivitis common, it is entirely preventable. Some common brushing barriers that could contribute to this include:



### **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.

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

Whatever type of teeth and gums you have, every at-home oral care routine can end with a perfect clean when using an Oral-B® iO™ electric toothbrush.

Switch to Oral-B® iO™ 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.\*



\*vs a regular manual toothbrush



# 100% more plaque removal\* and healthier gums

## Designed to give you a perfect clean.

### Gum protection

Delivers a **uniquely personalized clean**. Includes an **easy-to-navigate display**, **Smart Brushing Modes**, and a **pro-timer** to encourage brushing for at least 2 minutes.

### Precision

Using Oral-B iO™'s personalized coaching and **Teeth Tracking** feature, the Oral-B app can coach you on how to brush so you'll **never miss a zone**.

### There's even more to love



#### Timer

Ensures you brush for at least 2 minutes



#### Charger

Powers a long lasting charge in 3 hours

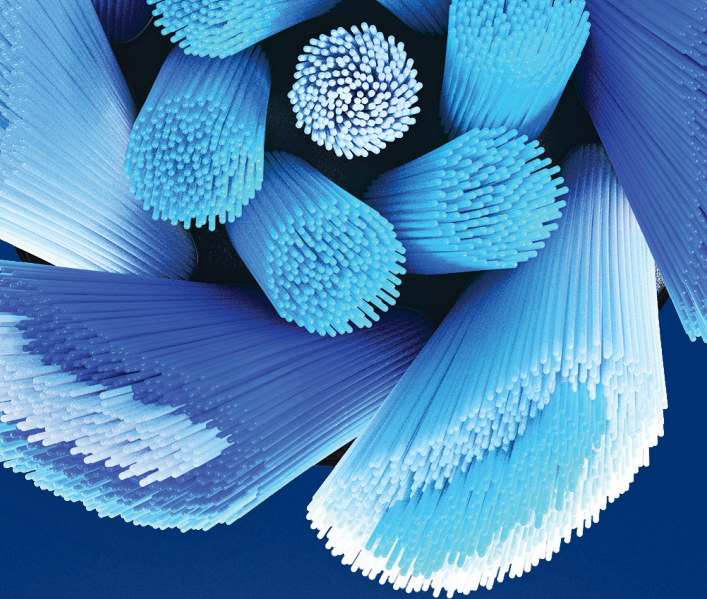
### Sensational

iO technology combines Oral-B™'s **dental professional-inspired round brush head** that **cups each tooth** with the gentle cleaning energy of **micro-vibrating bristles** and **oscillating action**.

### Personalization

Delivers a uniquely personalized clean with up to **5 Smart Modes**, while the **Interactive Display** communicates your brush's mode and charging progressing, while also boasting a **2-minute brush timer**.





**Oral-B** iO™

# Ready to make the switch?

Ask your Dental Professional today  
about offers for Oral-B® iO™ and try  
the difference for yourself



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TO LEARN  
MORE**

[oralb.com/resources](https://oralb.com/resources)