

DID YOU KNOW THAT

93.9%

OF AMERICANS HAVE SOME FORM OF GINGIVITIS?¹

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

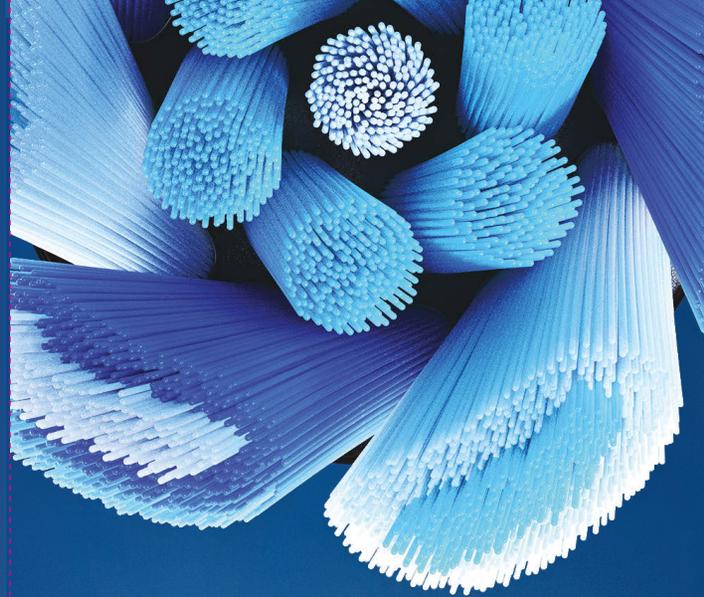
Brushing harder isn't better. Too much pressure can even damage your gums.



Missing Brushing Zones

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

¹Source: 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.



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



SCAN HERE TO LEARN MORE

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

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

Oral-B iO™ 100% more plaque removal and healthier gums*

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.*



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**.



*vs a regular manual toothbrush