Meta-analysis of studies with a duration up to 6 months:

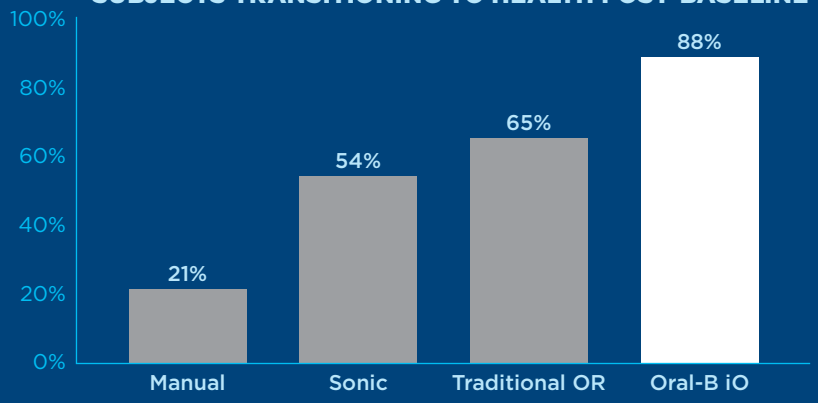
EVALUATION OF TOOTHBRUSH TECHNOLOGIES FOR PLAQUE AND GINGIVAL HEALTH

KEY CLINICAL TAKEAWAY:

Oral-B® iO, the most advanced oscillating-rotating (OR) model, provides superior plaque and transition to gingival health outcomes compared to manual, sonic and traditional OR toothbrushes.

TRANSITION TO GINGIVAL HEALTH RESULTS

Significantly more subjects with gum problems transitioned to gingival health[1] with Oral-B® iO versus other toothbrushes (*P*<0.001) by end of treatment.



TIME TO TRANSITION TO HEALTH RESULTS

OR brushes (iO and traditional OR combined) transitioned users to a healthy gingival state **FASTER** than other toothbrushes.

50+% FASTER than a manual toothbrush

33% FASTER than a sonic toothbrush

GINGIVAL BLEEDING SITES AND PLAQUE RESULTS

Oral-B® iO provided superior reductions (*P*≤0.04) in number of gingival bleeding sites and plaque scores[2] compared to other toothbrushes.

iO compared to MANUAL

62% greater reduction in bleeding sites

27.8x greater odds to reach gingival health

25% greater plaque reduction

iO compared to SONIC

46% greater reduction in bleeding sites

6.3x greater odds to reach gingival health

11% greater plaque reduction

GINGIVAL BLEEDING SITES AND PLAQUE RESULTS, *cont.*

Oral-B® iO provided superior reductions compared to other toothbrushes.

iO compared to TRADITIONAL OR

27% greater reduction in bleeding sites

4.1x greater odds to reach gingival health

8% greater plaque reduction

Gingival bleeding is a key predictor for periodontal disease progression.[3]

FINDINGS FROM THIS STUDY are consistent with **5 independent meta-analyses** published since 2020 showing superior efficacy for OR versus manual and sonic toothbrushes.[4-8]

One study assessed preference and found that **78% of participants preferred the OR toothbrush** over sonic.[4]

STUDY DESIGN

Database	Study type	Assessments	Toothbrush types	Number of RCTs and participants	Study Locations
P&G Clinical Archive, 2007–2022	Randomized controlled parallel-group trials (RCTs) ≤6 months	• Plaque • Gum problems • Gingival bleeding	• OR (iO & Traditional) • Sonic • Manual	• **Gingivitis:** 21 RCTs, 2655 participants • **Plaque:** 25 RCTs, 3019 participants • 85% of RCTs are published	Across 3 continents: • North America • Europe • Asia

Meta-analysis reference: Zou Y, Grender J, Adam R, Levin L. A meta-analysis comparing toothbrush technologies on gingivitis and plaque. *Int Dent J.* 2023 Jul 20;S0020-6539 (23)00100-4. doi: 10.1016/j.identj.2023.06.009.

1. Health is defined as less than 10% bleeding sites, per Trombelli et al. *J Periodontol* 2018 Jun;89 Suppl 1:S46-S73.
2. Plaque data were standardized using Turesky's Modification of the Quigley-Hein Index and the Rustogi Modified Navy Plaque Index scores.
3. Schätzle et al. *J Clin Periodontol* 2003; 30:887–901.
4. van der Sluijs et al. *Int J Dent Hyg* 2023;21(1):77-94.
5. van der Sluijs et al. *Int J Dent Hyg* 2021;19:78-92.
6. Thomassen et al. *Int J Dent Hyg* 2022;20:3-17.
7. Elkerbout et al. *Int J Dent Hyg* 2020;18:17-26.
8. Clark-Perry & Levin. *J Am Dent Assoc* 2020;151:265-275.e6.

Scan QR code at right or **click here** to read the meta-analysis

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