



ORAL-B® iO: CLINICALLY PROVEN GINGIVAL STABILITY

KEY TAKEAWAY: A strong body of evidence supports the efficacy and gentleness of Oral-B® iO oscillating-rotating electric toothbrush, even among patients at risk periodontally, and demonstrates its superior gingival health benefits.

RESEARCH CONFIRMS GENTLENESS OF OSCILLATING ROTATING TOOTHBRUSHES

Effective clinical outcomes among patients with complex periodontal issues, including those with:

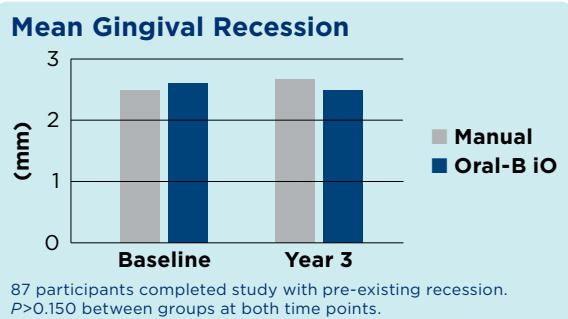
- post-surgical sites¹
- implant-supported prostheses²
- pre-existing recession^{3,4}

A systematic review of 35 papers shows oscillating-toothbrushes are as safe as a manual toothbrush.⁵



3-YEAR CLINICAL STUDY CONFIRMS ORAL-B® iO PROVIDES LONG-TERM GUM PROTECTION⁴

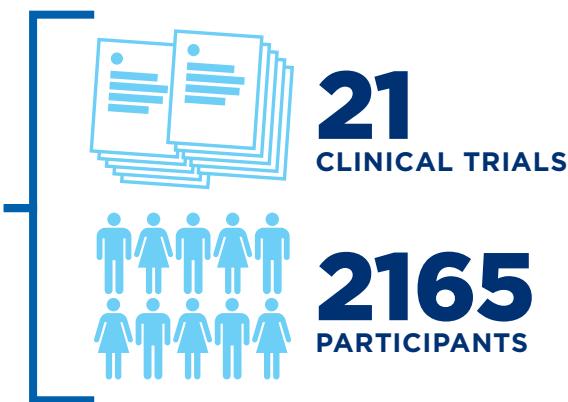
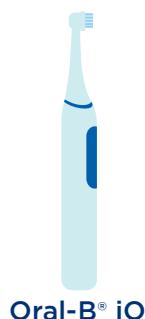
- No statistically significant differences between Oral-B® iO and manual toothbrush for mean gingival recession at Baseline or Year 3.
- There were no differences in Adverse Events between Oral-B® iO and manual toothbrush.
- All gingival phenotypes were included.



META-ANALYSIS SHOWS ORAL-B® iO PROVIDES SUPERIOR GINGIVAL HEALTH BENEFITS VERSUS MANUAL TOOTHBRUSH⁶

USERS TRANSITIONING FROM GINGIVITIS TO GINGIVAL HEALTH

88% VS. 21%



1. Acunzo et al. *J Periodontol.* 2016;87(10):1186-94.
2. Vandekerckhove et al. *Clin Oral Invest.* 2004;8:206-210.
3. Dörfer et al. *J Clin Periodontol.* 2016;43(6):512-9.

4. Sutor et al. *Int J Dent Hyg.* 2024; DOI: 10.1111/ihd.12834.
5. Van der Weijden et al. *J Periodontol.* 2011;82(1):5-24.
6. Zou et al. *Int Dent J.* 2024;74(1):146-156.