



ORAL-B® iO PLUS INTERACTIVE TECHNOLOGY AND TARGETED MESSAGING ENHANCES STAGE II/III PERIODONTITIS MANAGEMENT

Results from an independent 6-month randomized trial



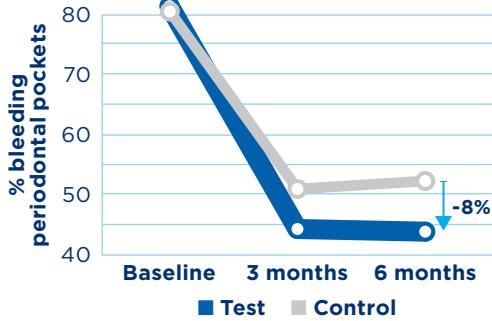
CONCLUSION

- Use of Oral-B® iO plus interactive technology and targeted health messaging significantly improves management of oral care habits, patient compliance, and quality of life scores beyond standard-of-care treatment with a manual toothbrush.
- Results indicate Oral-B® iO should be the toothbrush of choice for long-term at-home management of periodontitis.

KEY FINDINGS

► Superior Periodontal Pocket Management

8% superiority



► Better long-term oral hygiene compliance

The Oral-B® iO test group achieved optimal oral hygiene habits.



3 oral hygiene sessions/day



3.2 minutes/session



97.2% coverage achieved in 12 days

► Better Quality of Life Scores

The Oral-B® iO test group had statistically significantly better oral health-related quality of life scores ($P=0.02$) versus the control group at 6 months.

METHODS

| STUDY DESIGN | PARTICIPANTS | TREATMENT GROUPS | MEASURES |
|---|---|--|--|
| <ul style="list-style-type: none"> Randomized, parallel-group clinical trial Single-center Double-blind Standard-of-care controlled | <ul style="list-style-type: none"> Adults with generalized Stage II/III periodontitis 50 participants per group | <ul style="list-style-type: none"> Control: Clinical practice guideline-conform treatment <ul style="list-style-type: none"> Standard oral hygiene instruction (3x/day, 3 min.) Behavior treatment Manual toothbrush Interdental brush Regular fluoride toothpaste Test: Same as control group, except <ul style="list-style-type: none"> Oral-B® iO plus interactive technology replaced manual toothbrush Remote targeted SMS messaging was added | <ul style="list-style-type: none"> Primary: Resolution of bleeding periodontal pockets (≥ 4 mm with bleeding on probing) at 6 months Oral-Health related Quality of Life (OHIP-14) was a secondary measure |

For more info:

