



Oral-B is the brand that pioneered the electric toothbrush and the iO technology combines Oral-B's unique round brush heads with innovative features.

The Oral-B iO, is a game-changing rechargeable toothbrush which has received the ADA seal of approval recognized by dentists and consumers as the gold standard for evaluating safety and efficacy of dental products.

Oral-B iO strikes the right balance between effectiveness and experience and reimagines how a brush performs, cleans and feels. Oral-B iO is the result of six years of dedicated research with dental professionals to ensure people have the best possible oral health outcomes at home. The brush offers a unique blend of innovative features, such as a linear magnetic drive and redesigned brush head, to deliver superior oral health. The iO range now includes a new Specialised clean head to reach and clean areas which require special focus such as implants and hard to reach areas.

Oral-B have a new professional site which includes clinical research, patient materials, and webinars live and on demand. It is free to register and access for all your professional requirements [www.oralbprofessional.co.uk](http://www.oralbprofessional.co.uk). Oral-B works very closely with dental professionals and it is very proud to be one of the BSP Partner Sponsors.