



## **Oral B**

Oral-B® is the worldwide leader in the over \$5 billion brushing market. Part of the Procter & Gamble Company, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss.

Great technology is delivered through the new Oral-B iO, 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.

Oral-B works very closely with dental professionals and it is very proud to be one of the BSP Partner Sponsors.