



Oral-B® was founded in 1950 by a California periodontist, who invented an innovative toothbrush to help his patients achieve healthier teeth and gums at home. Oral-B® continues to stay true to his mission and is today the worldwide leader in the over \$5 billion brushing market. Part of the Procter & Gamble Company, the brand manufactures electric toothbrushes and toothpaste for adults and children, oral irrigators, and interdental products.

Oral-B has recently announced a partnership with the **International Association of Disability and Oral Health (iADH)** as part of the brand's drive to make oral care more inclusive, accessible, and positive for people with disabilities, their caregivers, and everyone in between.

Approximately 166 million people in Europe are affected by a disability in some way and recent research reveals that a third (1/3) of those experience gum issues due to struggles with maintaining their oral health[1]. Oral-B is on a mission to ensure that everybody has an equitable oral care experience – whether that be at the dental practice, easily accessible and personalised tips and tricks, or with the products that are used at home to maintain oral health.

Visit: <https://www.oralb.co.uk/en-gb/big-rethink> for more information

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

[1] The Oral Health & Disability European Study, March 2022, Oral-B