



A COMPLETE ORAL HYGIENE ROUTINE TO IMPROVE YOUR GUM HEALTH



STEP 1
BRUSH TWICE DAILY
with Oral-B iO and Crest Gum Detoxify

Improve gingival health with:



Round Head



Smart
Pressure
Sensor



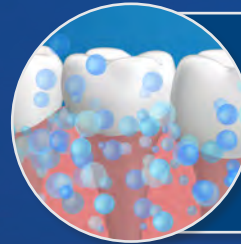
Timer



Antimicrobial
Toothpaste



STEP 2
FLOSS in between your teeth and
clean the large interproximal areas
with SuperFloss every day



STEP 3
RINSE as recommended by your
dental professional



ELEVATE your oral care
routine with Oral-B Water Flosser
Advanced for healthier gums*

Perfect for implants, braces,
and aligners



*Helps reduce plaque bacteria and inflammatory components associated with gingivitis, when used as an adjunct to a comprehensive oral care routine.

DID YOU KNOW GINGIVITIS IMPACTS 55% OF ADULTS?*

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|  | Healthy <ul style="list-style-type: none"> • Firm, pink gingiva (gum) tissue • No bleeding • No loss of attachment | Risks <ul style="list-style-type: none"> • N/A |
|  | Gingivitis <ul style="list-style-type: none"> • Reversible • Changes in gum colour • Infection and inflammation of the gingiva | Risks <ul style="list-style-type: none"> • Periodontal disease • Destruction of gum tissue and bone |
|  | Early Periodontal Disease (Stage 1) <ul style="list-style-type: none"> • Irreversible • Chronic infection • Bad breath, bad taste • Increased inflammation | Risks <ul style="list-style-type: none"> • Chronic periodontal disease has been associated with more serious whole body health conditions |
|  | Moderate Periodontal Disease (Stage 2) <ul style="list-style-type: none"> • Irreversible • Chronic infection • Bad breath, bad taste • Gingival recession | Risks <ul style="list-style-type: none"> • Chronic periodontal disease has been associated with more serious whole body health conditions |
|  | Advanced Periodontal Disease (Stage 3-4) <ul style="list-style-type: none"> • Irreversible • Chronic infection • Increased gingival recession • Severe destruction of periodontal structures | Risks <ul style="list-style-type: none"> • Chronic periodontal disease has been associated with more serious whole body health conditions • Periodontal surgery • Tooth loss |



CLINICALLY PROVEN TO REVERSE GINGIVITIS FOR HEALTHIER GUMS



*Li Y et al., Prevalence and severity of gingivitis in American adults. *American Journal of Dentistry* 2010;23(1):9-13. *Claims validated by the CDA are listed in the CDA statement on individual products. Oral health benefits validated by CDA for Crest Gum Detoxify: neutralizes harmful plaque bacteria below the gum line; reduces and prevents cavities and gingivitis.