



TOOTHBRUSHES DESIGNED WITH DENTISTS

FOR THE BEST POSSIBLE CLEAN

Oral-B electric toothbrush product portfolio



Why to choose an electric toothbrush?

HUMAN FACTORS AND TOOTHBRUSHING

In most cases, **manual toothbrush users** use too much pressure, the wrong technique, omit certain areas and do not **brush long enough**.



too short
< 2 min on average 46 sec



not often enough
less than 2x2 min/day



too hard
manual users apply up to 15N of force



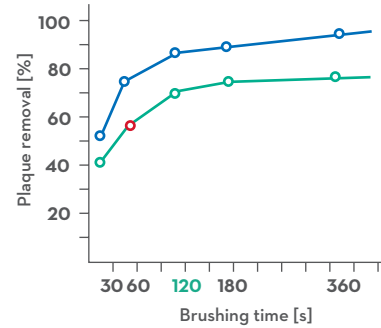
wrong technique
> 90% scrub horizontally



dominant hand effect
do not brush all quadrants equally



do not replace brush head every 3 months
1.7/yr vs. 4/yr



- Electric toothbrush
- Manual toothbrush
- Manual users brush < 1 min!
- Recommended brushing time

THE TECHNOLOGY: HOW DOES IT WORK?

OSCILATING + ROTATING + PULSATING**
= 3D ACTION



1. Round head cups each tooth from all sides



2. Pulsation breaks down plaque structures



3. Oscillating-Rotating sweeps away loose plaque

Oral-B **3D Action** adds thousands of oscillating rotating mechanical brushing movements on top of thousands of pulsations.

HOW DO ORAL-B TOOTHBRUSHES DIFFER FROM A REGULAR MANUAL TOOTHBRUSHES?

Oral-B Vitality Brush better & longer

- ✓ Superior clean*



Oral-B Pro Brush gentler

- ✓ Superior clean*
- ✓ Superior Gum Care with visible gum pressure control



Oral-B Smart Brush smarter

- ✓ Superior clean*
- ✓ Superior Gum Care with visible gum pressure control
- ✓ Better brushing habits with smart coaching



Oral-B Genius Brush like your dentist recommends

- ✓ Superior clean*
- ✓ Superior gum care with visible gum pressure control
- ✓ Better brushing habits with smart coaching
- ✓ Never miss a zone with Position detection



* vs. regular manual toothbrush **except for Vitality toothbrushes



OSCILLATING-ROTATING-PULSATING (ORP) TOOTHBRUSHES CONSISTENTLY BETTER VS. A REGULAR MANUAL TOOTHBRUSHES

Cochrane Collaboration concluded that **oscillating-rotating**, the technology used in Oral-B power toothbrushes, consistently reduced plaque and gingivitis **more effectively than a manual toothbrush** in both the short and long-term.

Source: Yaacob M, Worthington HV, Deacon SA, Deery C, Walmsley A, Robinson PG, Glenny A. Powered versus manual toothbrushing for oral health. Cochrane Database of Systematic Reviews 2014, Issue 6. Art. No.: CD002281. DOI: 10.1002/14651858.CD002281.pub3

SYSTEMATIC SAFETY REVIEW



Oscillating / Rotating Powered Brushes Compared to Manual Toothbrushes:

- ✓ 2 trials with safety as primary outcome
- ✓ mean change in gingival recession not significantly different among groups
- ✓ 5 trials evaluating safety with a surrogate parameter
- ✓ No significant between-group differences
- ✓ 24 selected studies assessing safety as a secondary outcome
- ✓ Fewer brushing-related adverse effects

Authors' Conclusion: "A large body of published research in the preceding two decades has consistently shown oscillating-rotating toothbrushes to **be safe when compared with manual brushes**, demonstrating that these power brushes do not pose a clinically relevant concern to either hard or soft tissues".

Van der Weijden, FA et al. J Peridontol 2011; 82:5-24

ORP BETTER THAN SONICARE TOOTHBRUSH IN PLAQUE REDUCTION AND GUM HEALTH IMPROVEMENT

Oral-B PRO **5000 toothbrush delivers** superior whole mouth plaque removal and better gum health benefits vs. a Sonicare's premium toothbrush, showing a **22%** statistically significant greater reduction in whole mouth plaque, and a **32%** greater reduction in gingivitis.

J Clin Dent 2014;25:6-12

EXTENSIVE CLINICAL RESEARCHES

The results of Oral-B Oscillating-Rotating-Pulsating power brushes are tested thoroughly and supported by **more than 130 clinical studies**, many of which are peerreviewed and journal published. Oral-B is proud to be the **No. 1 electric toothbrush** in the world as preferred by dental professionals. Oral-B is approved by the British Dental Health Foundation.

ORP BETTER THAN SONICARE TOOTHBRUSH IN PLAQUE REDUCTION AND GUM HEALTH IMPROVEMENT

The superiority of Oral-B brushes with **round heads vs. sonic-brushes** has been confirmed again. The entry-level oscillating-rotating brush performed better than the premium sonic brush in the reduction of plaque and gingivitis.

J Clin Dent 2018;29:27-32



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To be used instead of slide 3 if Philips **DO NOT** sells Diamond Clean brush with Diamond Clean Standard refill in the starter kit in the market. 

BETTER ORAL CARE FROM THE FIRST TOOTH

Age 0 - 3



Age 3 - 6



Age 6 - 12



Age 13+



STRONG TEETH MAKE STRONG KIDS

Oral Care is extremely important starting from the first tooth. Oral-B offers **wide range of manual toothbrushes** and toothpastes for kids **under 3 years old**.

For children **over 3 years** an electric toothbrush is the best method to use. Oral-B offers **electric toothbrushes** that fit their needs, and come with attractive design: **3 to 6 years** Oral-B Kids, then **6-12 years** Oral-B Junior, and 13 years and above Oral-B Teens

Vitality Kids

AGE 3+



WHY TO CHOOSE VITALITY KIDS?

- ✓ Rotating powerhead reaches, surrounds and thoroughly cleans multiple surfaces
- ✓ Extra-soft bristles clean teeth gently
- ✓ Removes more plaque than a regular manual toothbrush
- ✓ Makes brushing teeth fun with Disney® characters
- ✓ Compatible with the Disney Magic Timer app by Oral-B to help kids brush longer
- ✓ 9 out of 10 kids will brush longer with the Magic Timer app
- ✓ Rechargeable battery lasts up to 8 days



KIDS BRUSH EASIER AND FOR LONGER



2D Cleaning Action



Small Round Head



2 min Timer



FREE Disney Magic Timer App



Gentle on Gums

Oral-B Junior

AGE 6+



WHY TO CHOOSE ORAL-B JUNIOR?

- ✓ Round head removes more plaque than a manual toothbrush
- ✓ Extra soft bristles that are clinically proven to be gentle on teeth and gums
- ✓ Brushing timer teaches children to brush the dentist-recommended 2 minutes
- ✓ Fun colours make brushing fun for children aged 6+
- ✓ Rechargeable battery lasts up to 10 days
- ✓ Content: 1x handle (purple/green), 1 replacement head: Sensi UltraThin, educational leaflet

BETTER HABITS. CLEANER TEETH

- 3D Cleaning Action
- 30-sec Quadrant Timer
- Gentle on Gums
- Helps to Protect Against Cavities
- Fun Colours, Fun Brushing

Oral-B Teen

AGE 13+



WHY TO CHOOSE ORAL-B TEEN?

- ✓ Give your teen a thorough clean with up to 100% more plaque removal*
- ✓ Round head cleans better for healthier gums*
- ✓ Protect your teen's gums: Pressure Control reduces brushing speed and alerts you visually if you brush too hard
- ✓ Helps teens brush the right amount of time with the 2-minute professional timer
- ✓ Better brushing results with real-time feedback thanks to Bluetooth connectivity and the Oral-B app
- ✓ More than 2 weeks of battery life with 1 full charge
- ✓ Content: 1x handle (Black or white), 2 replacement heads: Sensi UltraThin, Ortho refill Ortho refill

1- CLICK FOR CLEANER TEETH AND HEALTHIER GUMS*

- 3D Cleaning Action
- 30-Sec Quadrant Timer
- Gum Pressure Control
- Lithium-ion Battery
- Smart Coaching
- Unique Handle Design
- Fun Zone in Oral-B app

*vs. a regular toothbrush



Vitality

VITALITY

BRUSH BETTER
VS WITH A REGULAR
MANUAL TOOTHBRUSH

The essential toothbrush to achieve
an everyday clean



More Plaque Removal*

Round brush head surrounds each tooth
for a better clean



2-minute professional timer

An in-handle timer helps you brush for a dentist
recommended 2 minutes with a warning every
30 seconds to change the brushing zone.



2D cleaning action

Oscillates and rotates to remove plaque
better than a regular manual toothbrush

Model	Technology	Pro timer	Visible gum pressure control	Battery life	Number of modes	Bluetooth connectivity	Travel case	# of refills
Vitality	2D	✗	✗	8 days	1	N/A	N/A	1
Vitality 100	2D	✓	✗	8 days	1	N/A	N/A	1

*vs. regular manual toothbrush



Pro

PRO

BRUSH GENTLER WITH THE HELP OF GUM PRESSURE CONTROL

Superior cleaning and healthier gums*.
Tough on plaque, gentle on gums.



Up to 100% More Plaque Removal*

Round brush head surrounds each tooth for a better clean, for healthier gums in 30 days



2-minute professional timer

An in-handle timer helps you brush for a dentist recommended 2 minutes with a warning every 30 seconds to change the brushing zone



3D cleaning action

Oscillates, rotates and pulsates to remove up to 100% more plaque than a regular manual toothbrush



Protect Your Gums

Gum Pressure Control reduces brushing speed and alerts you when you are brushing too hard for a gentler brushing routine.

Model	Technology	Pro timer	Gum Pressure Sensor	Visible gum pressure control	Battery life	Number of modes	Bluetooth connectivity	Travel case	# of refills
Pro 600	3D	✓	✓	✗	10 days	1	✗	✗	1
Pro 700	3D	✓	✓	✗	10 days	1	✗	✗	1
Pro 900	3D	✓	✓	✗	10 days	3	✗	✗	1
Pro 2000	3D	✓	✓	✓	2 weeks+	2	✗	✗	1

*vs. regular manual toothbrush



Smart

SMART

BRUSH SMARTER WITH BLUETOOTH TECHNOLOGY

Personalized, superior clean and healthier gums* with intelligent features.



Model	Technology	Pro timer	Visible gum pressure control	360 LED SmartRing	Battery life	Number of modes	Bluetooth connectivity	Travel case	# of refills
Smart 4	3D	✓	✓	✗	2 weeks+	3	✓	✗	2
Smart 5	3D	✓	✓	✗	2 weeks+	5	✓	✓	3
Smart 6	3D	✓	✓	✓	2 weeks+	5	✓	✓	3



Up to 100% More Plaque Removal*

Round brush head surrounds each tooth for a better clean, for healthier gums in 30 days



2-minute professional timer

An in-handle timer helps you brush for a dentist recommended 2 minutes with a warning every 30 seconds to change the brushing zone.



3D cleaning action

Oscillates, rotates and pulsates to remove up to 100% more plaque than a regular manual toothbrush



Protect Your Gums

Gum Pressure Control reduces brushing speed and alerts you when you are brushing too hard for a gentler brushing routine.



Whitens from Day 1

Gently whitens your teeth starting from day 1 by removing surface stains



Connected Clean

Connects with the Oral-B app via Bluetooth to give you real-time brushing feedback



Personalized clean

Choose from 5 brushing modes - including Whitening and Sensitive mode - for a clean that's right for you

*vs. regular manual toothbrush



Genius

GENIUS

BRUSH EVERYWHERE WITH POSITION DETECTION

Our best toothbrush ever. Brush better, longer, gentler, smarter and everywhere.



Model	Technology	Battery life	Number of modes	Bluetooth connectivity	Position detection	Gum Guard	Artificial Intelligence	Travel case	# of refills
Genius 8	3D	2 weeks	5	✓	✓	✗	✗	✓	3
Genius 10	3D	2 weeks	6	✓	✓	✓	✗	✓ USB	4
Genius X	3D + AI	2 weeks	6	✓	✓	✓	✓	✓ USB	1/4



Up to 100% More Plaque Removal*

Round brush head surrounds each tooth for a better clean, for healthier gums in 30 days



2-minute professional timer

An in-handle timer helps you brush for a dentist recommended 2 minutes with a warning every 30 seconds to change the brushing zone.



3D cleaning action

Oscillates, rotates and pulsates to remove up to 100% more plaque than a regular manual toothbrush



Protect Your Gums

Exclusive Gum Guard technology shows you where you've brushed too hard



Whitens from Day 1

Gently whitens your teeth starting from day 1 by removing surface stains



Connected Clean

Connects with the Oral-B app via Bluetooth to give you real-time brushing feedback



Personalized clean

Choose from 6 brushing modes - including Whitening and Sensitive mode - for a clean that's right for you



100% Brushing Coverage

Our Genius brush with Position Detection that guides you so you never miss a zone

*vs. regular manual toothbrush



Genius X

GENIUS X

Our best toothbrush ever. Brush better, longer, gentler, smarter and everywhere.

BRUSH WITH
ARTIFICIAL INTELLIGENCE



Model	Technology	Battery life	Number of modes	Position detection	Gum Guard	Artificial intelligence	Travel case	# of refills
Genius X	3D + AI	2 weeks+	6	✓	✓	✓	USB	1
Genius X Luxury	3D + AI	2 weeks+	6	✓	✓	✓	USB limited edition	4



Up to 100% More Plaque Removal*
Round brush head surrounds each tooth for a better clean, for healthier gums in 30 days



2-minute professional timer
An in-handle timer helps you brush for a dentist recommended 2 minutes with a warning every 30 seconds to change the brushing zone.



3D cleaning action
Oscillates, rotates and pulsates to remove up to 100% more plaque than a regular manual toothbrush



Protect Your Gums
Exclusive Gum Guard technology shows you where you've brushed too hard



Whitens from Day 1
Gently whitens your teeth starting from day 1 by removing surface stains



Connected Clean
Connects with the Oral-B app via Bluetooth to give you real-time brushing feedback



Personalized clean
Choose from 6 brushing modes - including Whitening and Sensitive mode - for a clean that's right for you



100% Brushing Coverage
The only brush with Position Detection that guides you so you never miss a zone



Artificial intelligence
Recognizes your brushing style for realtime coaching

*vs. regular manual toothbrush

PULSONIC



BRUSH BETTER VS REGULAR MANUAL TOOTHBRUSH

Sonic technology
in our slimmest form



Cleans better vs. a manual toothbrush

Naturally cleans and whitens teeth by removing surface stains



Ergonomic design

The Oral-B Pulsonic Slim is available in a fresh new design. Thanks to the especially slim shape, it fits very well in the hand.



Up to 3 different cleaning modes

Up to three different cleaning modes and the integrated Pro Timer provide for an individual dental care routine

Model	Technology	Battery life	Number of modes	# of refills	Color	Travel case
Slim 1000	sonic	2 weeks	2	1	Silver	✗
Slim ONE 2000	sonic	2 weeks	2	1	White	✗
Slim Luxe 4000	sonic	2 weeks	3	1	Rose Gold	✗
Slim Luxe 4200	sonic	2 weeks	3	2	Platinum	✓



Oral-B is the brand that launched the **first Bluetooth connected toothbrush** in its kind, being able to guide consumers to better cleaning results.

THE RELEVANCE OF A CONNECTED BRUSH IS RECOGNIZED BY:

CONSUMERS WHO TRIED IT



Over **82%** of people who used **Oral-B SmartSeries** interactive toothbrush had a noticeable oral health improvement*



Over 73% of people agreed, instructions given by their dental professional are a lot easier to follow at home when using the Oral-B App.*



Using the Oral-B App increases motivation to take care of your teeth.

*After 6-8 weeks of use. Based on a practice-based trial with 52 subjects.

PROFESSIONALS WHO RECOMMENDED IT



The usage of the Oral-B brushing app is the everyday relay of my advises to my patients

Dr Franck Decup, dentist in Paris and teacher (Paris V)

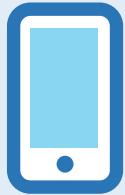


Remain alert when brushing your teeth is an important element to ensure qualitative brushing results.

The brushing app helps to maintain that attention

EXTERNAL PUBLICATIONS WHO STUDIED IT

In a **two-week**, randomized, single-blind study, adolescents using an **interactive power toothbrush with Bluetooth technology** exhibited statistically significantly **greater plaque reduction** overall, as well as a **longer duration of brushing time**, than did adolescents using a manual toothbrush.



Oral-B Genius brush combined with the Oral-B App, offers the world's most advanced intelligent brushing system, and optimized home dental care system.

Oral-B Genius is the first of its kind and the world's most advanced intelligent brushing system available to-date.

2016

GENIUS 8: POSITION DETECTION



Why?

80% of brushers miss at least one area of their mouth.

How does it work?

In real-time, it displays where is being brushed so each part of the mouth can be brushed for just for the right amount of time.

1

See

where you are brushing

2

Adjust

your brushing routing

3

Know

you never miss a zone

2018

GENIUS 10: GUM GUARD



Why?

Brushing with too much force may damage your gums.

How does it work?

Working together with the position detection, the technology prevents gum issues by telling you where you brushed too hard.

1

Assess

how you brush

2

Adjust

your pressure

3

Evaluate

your gum condition

2019

GENIUS X: ARTIFICIAL INTELLIGENCE



Why?

Even though they strive for the best oral care, brushers do not like to overthink their daily routine. They do not know if their brushing technique gives the best results.

How does it work?

Having learned from analysis of thousands of brushing styles, Genius X can recognize individual ways of brushing and provide coaching for the best results.

1

Recognize

your brushing style

2

Get coached

to improve every time

3

Achieve

the best results

PEOPLE ARE NOT AWARE OF HOW WE REALLY BRUSH: GENIUS X WITH AI IS LIKE A FITNESS-TRACKER FOR THE BRUSHING

Most people think they do brush correctly, however, the reality shows that:



Manual users brush on average less than 1 minute - even though they think they brush for 2 minutes



They apply 2x more pressure than recommended



Oral-B Motion tracking research shows up to 80% of subjects spent insufficient time brushing in at least one zone in their mouth

“My personal coach!



It makes me feel like an expert to give me the best results.

Artificial Intelligence algorithm in the App was trained in the lab with thousands of different human brushings, so it can identify from the brush sensor data which area of your mouth you are brushing. **The Bluetooth connectivity** displays these data on the Oral B App, giving you real time feedback on time, pressure and coverage to make sure your brush all areas of your mouth evenly. **It is like the GPS in your running app:** it recognizes where you are and how you go.

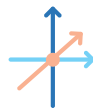
2 SENSORS IN THE BRUSH

Brush sends its location & orientation in space to Smartphone via Bluetooth



AI ALGORITHM IN THE APP

Algorithm has learned from thousands of human brushings and can identify from brush sensor data where people brush & displays this in real-time via App



1 Accelerometer (3 axis)

Brush location in space: like in smartphone, detects change from landscape to portrait



2 Gyro Sensor (3 axis)

detects brush rotation

WHAT CONSUMERS SAY

Benefits for consumers from the research:

1

It makes me an expert - even if I don't know how to brush correctly, the feedback tool ensures I'll get always best results (à la thermomix: no matter how you cook, with this device you'll always cook the delicious food)

2

Personal coach - improving habits and results over time, keeping on the good results

3

Makes brushing fun - it is entertaining to look on the App display while brushing and see what is happening - it is like entertaining oneself during boring activities such as waiting for train or for a doctor appointment.

4

I know when its done - I don't need to over-brush or feel unsure if I really brushed well - this tool gives confidence that all areas were brushed and I know exactly when to stop brushing, when its done - like feedback on smartphone when installation is finished



Why to choose Oral-B brush heads?



CrossAction

Sensi Ultrathin

3D White

FlossAction

Precision Clean

Sensitive

TriZone

Kids

	2x cleaner teeth* thanks to Cross-Action Technology with bristles arranged at a 16-degree angle. *vs manual toothbrush	Extra-soft bristles gently remove plaque for healthier gums	Removes superficial stains and polishes for whiter teeth starting from day 1	Through its Micropulse bristles it reaches deep into the interdental spaces and hard-to-reach areas	Precise tooth-by-tooth cleaning to remove excess plaque and improve gum health	Extra gentle bristles for gentle cleansing (even after surgery or for periodontitis)	Three-zone deep cleaning with an elongated brush head for cleaning like a manual toothbrush	Gentle brushing experience, ideal size and softness for children's mouths
Cleansing Power Feeling	● ● ●	● ●	● ● ●	● ● ●	● ●	●	● ●	● ●
Gentle Experience	● ●	● ● ●	●	●	● ●	● ● ●	● ●	● ● ●



Engineered for the best clean

Oral-B's exclusive round brush head cleans tooth-by-tooth for cleaner teeth and healthier gums vs a regular manual toothbrush.



Endrounded bristles

Oral-B brush heads are guaranteed to have end-rounded bristles and each brush head is individually inspected with up to 42 steps of quality assurance.



Designed for perfect fit

Oral-B brushes and brush heads are designed to work together for the best performance.



Unique round head

Oral-B brush head surrounds each tooth for clean teeth and healthy gums. Note that dentists recommend replacing your toothbrush every 3 months.



Perfect kid oral care

Smaller brush heads with extra soft bristles are a perfect fit for smaller teeth.



	KIDS		
	age 3+	age 6+	age 13+
	Kids Vitality	Junior	Teen
Colors	Cars Frozen Star Wars Incredibles 2	Green Purple	White Black
Technology	2D	3D	3D
# movements	up to 7600	up to 28800	up to 54900
Battery life	7 days	7 days	2 weeks+
# cleaning modes	1	1	3
<i>Daily Clean mode</i>	✓	✓	✓
<i>Sensitive mode</i>	✗	✗	✓
<i>Whitening mode</i>	✗	✗	✓
<i>Gum Care mode</i>	✗	✗	✗
<i>Pro Clean Mode</i>	✗	✗	✗
<i>Tongue Clean mode</i>	✗	✗	✗
Pro Timer	✗	✓	✓
Pressure sensor	✗	✓	✓
Visible Gum Pressure Control	✗	✗	✓
Li/Ion battery	✗	✗	✓
Smart Ring	✗	✗	✗
Gum Guard	✗	✗	✗
Bluetooth connect	✗	✗	✓
Position detection	✗	✗	✗
Artificial Intelligence	✗	✗	✗
Brush heads	1	1	2
Accessories			
Travel case			
Product code	D12	D16	D601

CLEANER, WHITER TEETH, AND HEALTHIER GUMS



VITALITY

Brush better vs with a regular manual toothbrush



PRO

Brush gentler with the help of visible gum pressure control



SMART

Brush smarter with Bluetooth technology



GENIUS

Brush everywhere with position detection



ADULTS												
	VITALITY		PRO				SMART			GENIUS		
	Vitality	Vitality 100	Pro 600	Pro 700	Pro 900	Pro 2000	Smart 4	Smart 5	Smart 6	Genius 8	Genius 10	Genius AI
Colors	White-Blue White-Green	Blue Pink White Black	White Orange Green Purple	Blue Black Pink	White	Blue Pink Black	White Black Pink	White Black Pink	White-Blue	White	White Rose Gold Orchid Purple Black	White Black Rose Gold Anthracite Grey
Technology	2D	2D	3D	3D	3D	3D	3D	3D	3D	3D	3D	3D
# movements	up to 7600	up to 7600	up to 28800	up to 28800	up to 28800	up to 54900	up to 54900	up to 54900	up to 54900	up to 54900	up to 58500	up to 58500
Battery life	8 days	8 days	10 days	10 days	10 days	2 weeks+	2 weeks+	2 weeks+	2 weeks+	2 weeks+	2 weeks+	2 weeks+
# cleaning modes	1	1	1	1	3	2	3	5	5	5	6	6
Daily Clean mode	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sensitive mode	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓
Whitening mode	✗	✗	✗	✗	✓	✗	✓	✓	✓	✓	✓	✓
Gum Care mode	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓
Pro Clean Mode	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓
Tongue Clean mode	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓
Pro Timer	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pressure sensor	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Visible Gum Pressure Control	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓
Li/Ion battery	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓
Bluetooth connect	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓
Smart Ring	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓
Position detection	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓	✓
Gum Guard	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓
Artificial Intelligence	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
Brush heads	1	1-2	1-2	1-2	2	1-2	2	3	3	3	4	4
Accessories								Smartphone puck Premium refill holder	Smartphone puck Premium refill holder	Smartphone holder Premium refill holder	Smartphone holder Premium refill holder	MVC*
Travel case								✓	Transparent	Plastic	USB	Limited Edition USB**
Product code	D12	D100	D16	D16U	D16U	D501	D601	D601	D700	D701.5	D701.6	D706



Oral-B
#1 DENTIST RECOMMENDED
BRAND WORLDWIDE

