

By recommending new Oral-B® Vitality™ you can give more patients access to:

Oral-B Vitality offers a choice of brushing technologies

SUPERIOR CLEANING VS. MANUAL BRUSHING^{1,2,3*}

- › The 2005 Cochrane Review independently confirmed that oscillating-rotating technology is consistently more effective at reducing plaque and gingivitis than a manual toothbrush.¹
- › Two minutes of brushing with Oral-B Vitality Precision Clean is proven to remove as much plaque as six minutes with a regular manual toothbrush.⁴
- › Oral-B Vitality Sensitive Clean removes more plaque than a manual.³

GENTLE AND SAFE BRUSHING

- › Patients are proven to brush nearly three times harder with a manual than with a power brush.⁵
- › All Oral-B Vitality brushes are proven as safe and gentle as a manual toothbrush.^{2,3}

BRUSHING GUIDANCE

- › Timer encourages patients to brush longer by signaling after 2 minutes.

COMFORT AND CONVENIENCE

- › Rubberized ergonomic grip provides comfort and control.

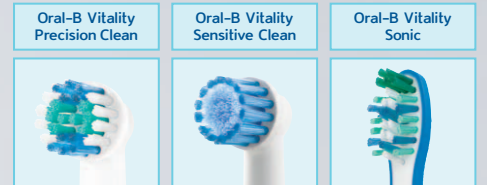
ATTRACTIVELY PRICED – RECOMMENDED RETAIL PRICE UNDER \$20

ORAL-B VITALITY PRECISION CLEAN

- › Superior oscillating-rotating technology vs. a manual
- › Tooth-by-tooth cleaning
- › Also available, Oral-B Vitality Sensitive Clean for extra-gentle brushing
- › Both brushes are compatible with a wide selection of Oral-B brushheads

ORAL-B VITALITY SONIC

- › Effective cleaning with high-frequency side-to-side action
- › Similar to manual brushhead and brushing technique
- › Cushioned head for additional comfort



1. Robinson PG et al., Manual versus powered toothbrushing for oral health, *Cochrane Database of Systematic Reviews* 2005: Issue 2, Art. no. CD002281. pub2. 2. Dentino A et al., *J Periodontol* 2002; 73: 770-78. 3. Data on file. 4. Van der Weijden GA et al., *J Clin Periodontol* 1993; 20: 476-81. 5. Van der Weijden GA et al., *J Clin Periodontol* 1996; 23: 724-29. 6. Cronin MJ et al., *Am J Dent* 2000; 13 (Sp Iss): 21A-26A. 7. Sharma NC et al., *Am J Dent* 2005; 18: 4-7. 8. Sharma NC et al., *J Dent Res* 2006; 85 (Sp Iss): Abstr. 2046. 9. Cronin MJ et al., *J Dent Res* 2005; 84 (Sp Iss): Abstr. 933. 10. Sharma NC et al., *J Dent Res* 2005; 84 (Sp Iss): Abstr. 935. 11. Warren PR et al., *Am J Dent* 2001; 14: 3-7. 12. When used with Oral-B® ProBright™ Goyal CR et al., *J Dent* 2005; 33 (Suppl 1): 37-43.

*Excludes Oral-B Vitality Sonic.

Sonicare Elite is a registered trademark of Philips Oral Healthcare, Inc.



New Oral-B Vitality.
Power to even more people.



Introducing Oral-B® Vitality™, part of the Oral-B family of toothbrushes.

<p>OUR BEST MANUAL</p>	<ul style="list-style-type: none"> › Oral-B® CrossAction® › Oral-B® CrossAction® Vitalizer® › Oral-B® Pulsar™
<p>INTRODUCING PATIENTS TO POWER</p>	<ul style="list-style-type: none"> › Oral-B Vitality Precision Clean › Oral-B Vitality Sensitive Clean › Oral-B Vitality Sonic
<p>OUR SONIC POWER</p>	<ul style="list-style-type: none"> › Oral-B® Sonic Complete™
<p>OUR BEST POWER</p>	<ul style="list-style-type: none"> › Oral-B® ProfessionalCare™ 8500 › Oral-B® Triumph™

- › Breakthrough manual technology
- › Superior plaque removal compared to a regular manual toothbrush^{1,6,7,8}

- › Offers a choice of brushing models – oscillating-rotating and sonic technology
- › Oscillating-rotating power technology offers superior plaque removal compared to manual brushing^{1,2,3}
- › Two-minute timer provides brushing guidance

SONIC POWER

- › High-frequency side-to-side action
- › Significantly reduces plaque and improves gum health⁹
- › Superior stain removal vs. Sonicare Elite¹⁰

BEST POWER

- › Unique 3D technology is superior at removing plaque and improving gum health vs. a manual^{11,11}
- › Significantly greater stain removal than Sonicare Elite¹²
- › Customized brushing experience

