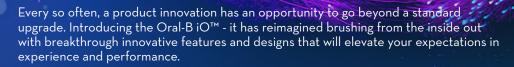
## INTRODUCING Oral-B iO



At the core of Oral-B  $iO^{TM}$  is an innovative frictionless magnetic drive and reinvented brush head that combines rotating, oscillating bristles with micro-vibrations for the feeling of a professional-level clean every day.



**Linear Magnetic Drive:** created from the need to deliver a more effective and enjoyable brushing routine. Producing controlled, harmonious movements, the quiet and frictionless linear drive system efficiently transfers more energy directly to the bristle tips.



## Superior Cleaning Action and Redesigned Brush Head:

Oral-B iO<sup>™</sup> brush heads combine oscillating, rotating movements with micro-vibrations to ensure a deep clean that reaches every contour. The brush head has been redesigned with twisted bristles and reinforced with high-density tuft-in-tuft configuration, for a sensational brushing experience.



**Bimodal Smart Pressure Sensor:** an innovation that is the first of its kind to provide positive brushing feedback, identifying and guiding users to brush in the optimal pressure range. The Sensor features a variable-speed smart drive that adjusts amplitude to protect gums and enamel.



Smart Display with Personalized Brushing Modes: an intuitive interface that greets users, while also providing coaching and motivation throughout the cleaning process. Features up to seven brush modes for a highly personalized experience.



Oral-B

iO

Artificial Intelligence Tracking via the Oral-B iO™ App: provides real-time individual tracking and coaching, thanks to artificial intelligence informed by thousands of recorded brushing sessions. Oral-B iO™ has a simple and intuitive user interface that guides consumers through a two-minute brushing session with 3D teeth tracking to ensure a professional clean feeling every time.

