



**Oral-B GENIUS** is the world's first electric toothbrush that combines motion sensor technology located in the brush, and video recognition using a smartphone's camera, to track areas being brushed so that no zone is missed. Oral-B research shows up to 80% of people spent insufficient time brushing in at least one zone in their mouth and 60% of people either didn't brush their back molars at all, or spent insufficient time brushing them<sup>1</sup>. Using Oral-B GENIUS reduces the guesswork of brushing, helping users actively monitor their brushing routine via the Oral-B App.

**Inspired by dentists and hygienists, Oral-B GENIUS was designed to improve every brushing experience and encourage more effective oral care routines, no matter what users' current habits may be:**

- New Pro-Clean Mode provides an intense clean feeling with 3,000 more movements per minute than Daily Clean mode.
- A longer life Lithium-Ion Battery gives users at least two weeks of brushing between charges.
- A stylish smart travel case charges both the brush and a USB device, such as a smartphone, with a single plug for any voltage to accommodate travel.
- The Smart Ring features 12 different colored lights that allow users to customize brushes via the Oral-B App, making brushing experiences more enjoyable and personalized.
- A removable and re-attachable smartphone holder supports placement of phone on the mirror to ensure optimal use of Position Detection Technology while brushing.



<sup>1</sup>Data on file, P&G Motion Tracking Study

- Users receive instant feedback on the brushing of each zone of the mouth via the Oral-B App 4.1, including guidance on pressure applied and brushing duration. Combined with the Oral-B Oscillating-Rotating-Pulsating Technology and the unique round brush head this helps users improve their oral health.
- The Oral-B App 4.1 also allows users to track brushing, share brushing data with their dental professional, and follow care plans custom-made to help users achieve goals such as whiter teeth, fresher breath, cleaner braces or improved gum health.

## About Oral-B GENIUS Technology:

- The Oral-B GENIUS is designed to optimize oral care through a combination of technologies:
  - **Professional Timer**, even when not connected to the App, ensures that each quadrant of the mouth is brushed for 30 seconds, to reach the dental professional-recommended two-minute brushing session. People using the Oral-B App brush on average 2 minutes and 27 seconds<sup>2</sup>, whereas manual brush users brush on average less than one minute.



<sup>2</sup>Data on file, Google Analytics 2015

- **Position Detection Technology** uses sensors built into the brush to track brush position, and show the user how to brush all zones in the mouth equally and evenly.
- **Triple Pressure Sensor Technology** protects gums from overaggressive brushing by visually indicating when too much pressure is applied, automatically slowing down the brush head speed, and stopping the pulsations, helping up to 93% of aggressive brushers reduce brushing force.
- **Oscillating-Rotating-Pulsating Technology** cleans tooth by tooth and the round brush head reaches areas that are often difficult to reach, providing a superior cleaning every session compared to a regular manual toothbrush.

## Availability

Oral-B GENIUS will be available in White, Silver and Black in select markets in July 2016, and in North America by December 2016. It will be available in more than 50 markets across Western Europe, North America and Asia. The Oral-B App 4.1 will be available in July 2016 on iTunes and Google Play.

## Contacts

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