



**NEW Oral-B Gum & Enamel Repair Toothpaste Prevents More Than Just Dental Caries**  
*Clinically proven to reduce gum problems with unique ActivREPAIR™ technology*

Gum problems, a leading cause of tooth loss, can often be prevented through proper at-home oral care and regular visits to a dental professional. Today, more than 50% of world's adult population suffers from gum problems and in many cases patients ignore or even do not notice the symptoms of gum problems until it is too late.

**Proper brushing coupled with specialized toothpaste not only can prevent gum problems, but also improve gum health.**

Proper mechanical plaque control is the cornerstone to reduce gingivitis. However, there is clinical evidence that specialized toothpaste can provide additional gum health benefits. More specifically, over 31 studies show that Stabilized Stannous Fluoride adds value to toothbrushing to further reduce gum problems and keeping gums healthy.

*"Oral-B has a long and rich history of being true partners with dental professionals. Our goal is to always provide superior oral care products that continue the care that starts at your chair by providing stronger teeth and healthier gums to your patients," says Dr. Ekaterina Fabrikant, Professional and Scientific Relations & Scientific Exchange E-IMEA Professional Oral Health at Procter & Gamble.*

Procter & Gamble first introduced Stannous Fluoride in 1950's under Crest brand name to prevent carries. Since then, Oral-B invested over a decade to evolve the Stannous technology to also help patients significantly improve gum health and prevent enamel erosion.

Today, Oral-B is introducing the **NEW Oral-B Gum & Enamel Repair Toothpaste** to help patients address the increasing prevalence of gum or enamel issues. Featuring unique ActivRepair™ technology (with 2 sources of Stannous: Stannous Fluoride and Stannous Chloride), it is the best toothpaste from Oral-B to help restore gum health and prevent enamel erosion.

**Benefits of Oral-B Gum & Enamel Repair Toothpaste**

**NEW Oral-B Gum & Enamel Repair** is the best toothpaste from Oral-B to help reduce gum problems and prevent enamel erosion.

**Reduces gum problems<sup>i</sup>**

- ActivRepair™ technology provides 70% more Stannous vs. Oral-B Pro-Expert for better bacterial control through antibacterial action and bacterial growth inhibition of the plaque.
- Through this, the new Oral-B Gum & Enamel Repair paste can deliver up to 72% greater reduction in gum problems versus ordinary toothpastes<sup>ii</sup>

**Helps prevent enamel erosion<sup>i</sup>**

- ActivRepair™ Technology actively remineralizes weakened enamel and builds a protective smear layer that protects teeth against acid erosion even beyond pH<3.5.
- With continued use, Oral-B Gum & Enamel Repair Toothpaste makes teeth 3x stronger against enamel erosion vs ordinary toothpastes<sup>iii</sup>

**Benefits of Brushing with Oral-B**

The use of a specialized toothpaste such as Oral-B Gum & Enamel Repair Toothpaste, in combination with Oral-B's iconic round brush head that cleans better than a manual toothbrush, supports your patients by helping them to brush at their best.

The unique features of Oral-B's round brush head embrace and adapt to each tooth to deliver superior results on plaque and gum vs. a regular manual toothbrush. The Oral-B round head and technology has been validated consistently by external and internal clinical research to deliver:

- **Superior plaque removal:** Removes 2x more plaque vs. a regular manual toothbrush<sup>iv</sup>
- **Healthier gums:** 36% reduction in gum bleeding sites vs. Sonicare<sup>v</sup> and 2x as effective at reducing gingivitis vs. a regular manual toothbrush<sup>vi</sup>
- **Preferred by patients:** 66% preferred Oral-B vs. 31% for a sonic brush<sup>vii</sup>

An independent review of published research by the Cochrane Collaboration<sup>viii</sup> also confirmed the superiority and effectiveness of oscillating-rotating power technology over manual brushes, whilst recognizing its safety.

***Help your patients brush their very best and achieve better gum and enamel health with Oral-B Gum & Enamel Repair Toothpaste and an Oral-B electric rechargeable toothbrush.***

---

### **About Oral-B**

Oral-B<sup>®</sup> is the worldwide leader in the over \$5 billion brushing market. Part of the Procter & Gamble Company, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss. Oral-B<sup>®</sup> manual toothbrushes are used by more dentists than any other brand in the U.S. and many international markets.

### **About Procter & Gamble**

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always<sup>®</sup>, Ambi Pur<sup>®</sup>, Ariel<sup>®</sup>, Bounty<sup>®</sup>, Charmin<sup>®</sup>, Crest<sup>®</sup>, Dawn<sup>®</sup>, Downy<sup>®</sup>, Fairy<sup>®</sup>, Febreze<sup>®</sup>, Gain<sup>®</sup>, Gillette<sup>®</sup>, Head & Shoulders<sup>®</sup>, Lenor<sup>®</sup>, Olay<sup>®</sup>, Oral-B<sup>®</sup>, Pampers<sup>®</sup>, Pantene<sup>®</sup>, SK-II<sup>®</sup>, Tide<sup>®</sup>, Vicks<sup>®</sup>, and Whisper<sup>®</sup>. The P&G community includes operations in approximately 70 countries worldwide. Please visit [www.us.pg.com](http://www.us.pg.com) for the latest news and information about P&G and its brands

### **References**

---

<sup>i</sup> In a laboratory study on weakened enamel

<sup>ii</sup> Gerlach R and Amini P. Comp Cont Dent Educ 2012; 33 (2), 138-142

<sup>iii</sup> Against food acids vs. ordinary toothpastes

<sup>iv</sup> Compend Cont Educ Dent 2014; 25(9):702-706

<sup>v</sup> J Clin Dent 2015; 26:80-85

<sup>vi</sup> J Dent Res (AADR/IADR) 2014;93 (Specs Iss A): Abstract 1366

<sup>vii</sup> "Among 64 people participating in a clinical trial; P&G Data on file

<sup>viii</sup> [http://www.cochrane.org/CD002281/ORAL\\_poweredelectric-toothbrushes-compared-to-manual-toothbrushes-for-maintaining-oral-health](http://www.cochrane.org/CD002281/ORAL_poweredelectric-toothbrushes-compared-to-manual-toothbrushes-for-maintaining-oral-health)