



Press Release

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The Smartest Technology for Your Mouth – Oral-B Triumph with Smart Guide

Whether you're a techno wizard or a techno worry, if it's a clean, healthy mouth you're after then look no further than the Oral-B Triumph with SmartGuide.

The Oral-B Triumph with SmartGuide is the most technologically advanced, state-of-the-art power toothbrush on the market. It is the first power toothbrush that comes with a wireless display to help enhance cleaning performance. Otherwise known as the wireless 'SmartGuide', the remote display provides while-you-brush real-time feedback. It's like having a dental professional in your bathroom.

The Oral-B Triumph with SmartGuide was designed to bring together the technology clinically proven to provide outstanding plaque removal and promote gum health, with a visible display to help you improve your brushing habits. With Oral-B Triumph with SmartGuide users have been found to be up to five times more likely to brush for the dental recommended two minutes twice a day than with a regular manual toothbrush.

Rated 'No 1' in *Which?* Magazine

The Oral-B Triumph handle was named as the highest scoring electric toothbrush by independent consumer magazine *Which?* (UK December, 2007). The Oral-B Triumph handle underwent vigorous product testing and was evaluated on brushing performance, ease of use, features and battery life to outscore sixteen other brushes.

How the SmartGuide Works

The Oral-B Triumph with SmartGuide brush head, handle and visual display unit work together to provide instant interactive feedback. The brush head and handle are embedded with microchips. The handle communicates with the wireless display unit to help guide you to each quadrant of the mouth and signal when you are brushing too hard.

The Brush Head

The Oral-B Triumph employs proven oscillating-rotating technology, surrounding each tooth to gently remove plaque between each tooth and along the gum line. An independent review concluded that power toothbrushes with oscillating-rotating technology were shown to be consistently better at removing plaque than manual tooth brushingⁱ.

With 40,000 in-and-out pulsations per minute plaque is gently loosened. In addition, 8,800 back and forth oscillations per minute sweep plaque away.

The SmartGuide encourages you to brush thoroughly, gently and for the dental-recommended two minutes. It's no wonder Oral-B is the brand more dentists use themselves worldwide.

The Oral-B Triumph with SmartGuide is available for \$189.95RRP. For stockists phone 1800 148 022.

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Oral-B Triumph with SmartGuide Fact Sheet

Inclusions

The Oral-B Triumph with SmartGuide Comes with:

- An Oral-B Triumph Professional Care 9900 toothbrush handle
- A wall mountable SmartGuide wireless remote display unit
- A charger base station
- A portable SmartPlug charger
- An Oral-B advanced FlossAction brush head
- An Oral-B dentist inspired ProWhite brush head

Brushing Modes

Oral-B Triumph with Smart-Guide Has Four Brushing Modes:

- Clean – superb whole mouth cleaning
- Sensitive – gentle yet thorough cleaning for sensitive areas
- Massage – gentle massage of gums
- Polish – all-over polishing of your teeth

Smart Technology

Oral-B Triumph with Smart-Guide employs smart brushing guidance technology

- Automatic brush type recognition and mode selection (For FlossAction and ProWhite brushheads only)
- Tracks brush head usage and signals time to replace
- Shows brushing time, with 30 second or two minute signal
- Has charge level display (when fully charged lasts up to 11 days for two minutes brushing twice a day)

Brushing Technique

Oral-B Triumph with Smart-Guide Optimal Brushing technique:

1. Guide the brush head slowly from tooth to tooth
2. Hold the brush head in place for a few seconds before moving to the next tooth
3. Brush the gums as well as the teeth, first the outside, then the inside, finally the chewing surfaces
4. Do not press too hard or scrub. Simply let the brush do all the work

Users of Oral-B Triumph with SmartGuide have been found to be up to five times more likely to brush for the recommended two minutes, twice a day, than with a regular manual toothbrush.

The Oral-B Triumph with SmartGuide has a satisfaction guarantee – Use Oral-B Triumph with SmartGuide for 30 days. If you're not 100% satisfied, receive a full refund.ⁱⁱ

ⁱ 2005 Cochrane Collaboration Review www.cochrane.org

ⁱⁱ Return handle, refills, smartguide and charging unit with original cash receipt within 60 days of purchase. See inside of pack for full details.