Oral-B IO unveiled at consumer electronics show, marking the brand’s most innovative power toothbrush to date

A CES Innovation Award 2020 honoree, the new Oral-B iO reimagines brushing from the inside out, delivering superior design, performance and experience for a professional clean feeling every day.

Oral-B, the industry leader in oral care innovation, today unveiled the most revolutionary technology in its history with the Oral-B iO. Introduced at a press conference hosted by parent company Procter & Gamble during the Consumer Electronics Show (CES) in Las Vegas, the Oral-B iO signals the latest addition to the brand’s impressive line of power toothbrushes. Further validating the product’s exemplary design and engineering, the Oral-B iO was given the distinction of being one of this year’s CES Innovation Award Honorees, an annual accolade that recognizes outstanding new consumer technology products.

Oral-B iO is a new power toothbrush series that has been reimagined and redesigned from the inside out, combining best-ever clinical performance with a superior user experience, making it one of the industry’s most advanced brushing products. Oral-B iO was designed as a result of insights collected from more than six years of product research and development and over 250 patents from around the world. Oral-B iO uniquely features a frictionless magnetic drive, which distributes energy more efficiently to the tips of the bristles, resulting in a smooth, quiet, sensational cleaning experience. The new magnetic drive delivers cleaning energy to the redesigned iO brush head, which has been engineered to combine oscillating and rotating cleaning motions with microvibrations for a professional clean feel.

“There is nothing like the Oral-B iO. It introduces a new era in brushing and is a monumental leap in innovative oral care technology,” said Steve Bishop, P&G Health Care CEO. “The result of years of expert development, Oral-B iO strikes the right balance between effectiveness and experience and reimagines how a brush performs, cleans and feels. It is a brush that people will look forward to using and will deliver superior oral health.”

As a result of input from more than 1,800 consumers, the Oral-B iO includes five key pillars of design features and experience capabilities:

- **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 Re-designed Brush Head**: Oral-B iO brush heads combine oscillating, rotating movements with microvibrations 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 frequency 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.
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