



powered by **BRAUN**

**THE MARKET**

The success of Oral-B lies in its ability to introduce and enhance technological leadership and innovation in the oral care business. 75 years ago, Oral-B invented one of the world's first modern toothbrush bristling machines and was the first company to use nylon bristles in toothbrushes. The company also introduced end-rounded bristles for better protection of teeth and gums. This innovative spirit, together with a close partnership with the dental community, set new standards in preventive dentistry and ensured business progress.

Oral-B became a part of The Gillette Company in 1984. This alliance enables Oral-B to share in Gillette's sophisticated laboratories, world-class engineering talents and facilities to enhance research capabilities. Together with Braun, another Gillette business, Oral-B created the revolutionary electric Oral-B plaque remover.

Today, Oral-B is a global business. Its products are sold in 60 countries worldwide including North America, Latin America, Europe, Asia-Pacific, the Middle-East, Africa, West Asia and North Asia (China). Oral-B is a key player in the oral care industry with leadership status in the toothbrush market worldwide.

Building on its many successes, Oral-B continues to believe in innovation, excellence and partnership with the dental community. In this way, products will continue to meet the stringent needs of the dental community and provide real benefits to customers.

**ACHIEVEMENTS**

Founded in 1950 in California, Oral-B has been providing outstanding oral care products to consumers, dental professionals, and retailers worldwide. German-based Braun, which later teamed up with Oral-B to create power toothbrushes,



the clear leader in the A\$124 million Australian toothbrush category, with a 47 per cent share (source GFK and AC Nielsen 2003). Oral-B has achieved this by marketing toothbrushes for children and adults, as well as dental floss. The Braun Oral - B brand includes power toothbrushes for adults and children, as well as interdental products such as water irrigators. Power toothbrushes, the foundation and largest category of The Gillette Company's thriving oral care business, are used by more dentists and consumers than any other power brand across many international markets.

In Australia, Oral-B is the leader in toothbrushes and it is the brand most dentists use themselves.

**HISTORY**

It all started with a dentist, back in 1950, who created the first Oral-B toothbrush and its soft, end-rounded nylon bristles. Dr Robert Hutson, a Californian periodontist, designed and patented the first Oral-B toothbrush. He also created the Oral-B brand name and called his first innovation the 'Oral-B 60'.

In 1967, The Gillette Company purchased Braun, one of the world's leading small-appliance brands. At this point, the product portfolio covered popular small appliances like radios, cameras, shavers, and mixers. As the business grew, additional sizes of Oral-B toothbrushes were added, and print advertising began. Through the 1960s and 1970s, business continued to grow at a rapid pace. Oral-B products

started honing its skills to create state-of-the-art small appliances more than 80 years ago.

The Oral-B and Braun Oral-B brands have helped The Gillette Company become the worldwide leader in the total toothbrush market. The Oral-B brand is



expanded to many international markets in Europe, Latin America, and Asia Pacific.

In 1978, Braun began the first mass production of a power toothbrush. Called D1, this power toothbrush was created using Braun's technology, simulating manual side-to-side movements. This innovation was sold predominantly in Europe, where it became a huge success. Three years later, Oral-B's first angled toothbrush, the Oral-B Right Angle, was introduced. Oral-B took the children's market by storm in 1984 with the launch of Star Wars, the first successful character toothbrush for children in the United States, and distributed under the first Oral-B



character licensing agreement. In the same year, Braun introduced the first power toothbrush to combine vertical and horizontal movements, a simulation of the dentist-recommended Bass brushing method. The D3 was successful in highly developed European oral care markets like Denmark, Finland, Holland, and Germany.

Nineteen eighty-seven saw Oral-B introduce the Oral-B Ultra Plus - the first new generation Oral-B toothbrush in over thirty years. Launched globally, it was the first Oral-B product designed in partnership with Braun. The Oral-B Ultra Plus was a highly innovative design that featured a rounded head, longer handle, thumb grips, and a narrower 'porch', or area between the edge of the brush head and the outermost row of bristles. Within a year, the Oral-B toothbrush had gained its reputation as 'the brand more dentists use'.

Nineteen ninety-one saw Braun and Oral-B combine forces to develop and launch the Braun Oral-B Plaque Remover, the D5. It was the first Braun Oral-B power toothbrush clinically proven to clean better than a manual toothbrush, quickly becoming a best-seller worldwide. From then onwards, Oral-B has continued its tradition of producing yearly innovations, adding better features to its toothbrushes.

The company later widened its business segments, producing not only manual and power toothbrushes, but adding other oral care products such as toothpastes, mouth rinse and dental floss.

### THE PRODUCT

Oral-B has always been well-known for its range of oral care products, particularly its manual and power toothbrushes. At the beginning of the 1990s, a ground-breaking innovation was introduced with the Braun Oral-B power toothbrush. It featured an oscillating brushing system with a small, round brushhead and heralded a major technological advance for power toothbrushes. In extensive clinical tests this product was shown to be unsurpassed in

removing plaque and reducing gingivitis, cleaning better than a manual toothbrush with no difficult, tedious brushing method to master.

Used as directed, the Braun Oral-B power toothbrush automatically employed the proper brushing technique and was simple, convenient and pleasant to use. Braun Oral-B is the leading power toothbrush brand in the world and is recommended by more dental professionals than any other power toothbrush brand. In 1999 the Braun Oral-B 3D power toothbrush was launched, improving personal oral care once again.

Unlike any other power toothbrush, the Braun Oral-B 3D power toothbrush incorporated a patented technology that combined high-speed in-and-out pulsations with side-to-side oscillations to provide a brushing result clinically superior not only to a manual toothbrush, but even to earlier Braun Oral-B models.

### RECENT DEVELOPMENTS

The most recent power innovation is the Oral-B ProfessionalCare, a top-of-the-line power toothbrush featuring advanced technology that leaves teeth with a remarkably clean, fresh feeling similar to that experienced after a professional cleaning.

The Oral-B ProfessionalCare power toothbrush outperforms ordinary toothbrushes in the key areas of plaque removal, gingivitis reduction and the reduction of gingival bleeding. This product builds on the innovations pioneered by the Braun Oral-B 3D, doubling the number of pulsations from 20,000 to 40,000 per minute, while the brush head oscillates from side to side at a rate of 8,800 movements per minute. At 40,000 pulsations per minute, the Oral-B ProfessionalCare is the fastest pulsating power toothbrush available.

On the Oral-B manual side the Cross Action Toothbrush is a unique toothbrush that utilises crisscross bristles for better tooth brushing. The Cross Action Toothbrush is specially designed with Power Tip bristles which are extra long to help clean hard-to-reach places, and are angled in opposing directions to lift out and sweep away plaque. The indicator bristles are based on patented technology that fades half way, based on brushing twice a day for a total of three months. The ergonomically designed handle with a rubber grip features front and back thumb stops for firmer grip and extra control to complete the innovative look of this product.

There is no doubt that users can be confident that the Cross Action Toothbrush surpasses other manual toothbrushes. It has been clinically proven to remove more plaque than leading toothbrushes and is the leading brand among dentists worldwide.



### PROMOTION

Oral-B is committed to promoting its technologically advanced high-performance branded products through consistent and heavyweight marketing programs.

These initiatives include the 'Change of Toothbrush' Campaign, an annual thematic promotion that educates and encourages consumers to change their toothbrush every three months. Clinical studies show that a new toothbrush removes more than 30 per cent more plaque than a three-month-old toothbrush and this is the message that Oral-B puts across to the general public. The promotion is supported with consumer promotion value packs, advertising and in store point of purchase materials that communicate the educational message. Retail audit shows that currently Australians change their toothbrush less than 1.5 times a year, and this initiative will help promote cleaner, healthier teeth.

### BRAND VALUES

Oral-B is a brand that is committed to improving oral hygiene through its ground-breaking innovations and educational initiatives and, in partnership with the dental community, to setting new standards in preventive dentistry.

The brand is a world leader, not just in producing manual and power toothbrushes but across the whole range of oral care products, which consumers around the world know they can trust.

### THINGS YOU DIDN'T KNOW ABOUT ORAL-B

- At 40,000 pulsations per minute, the Oral-B ProfessionalCare power toothbrush is the fastest pulsating toothbrush in the world.
- Oral-B toothbrushes were on board the Apollo 11 mission, the first to land on the moon.
- Clinical studies show that a new toothbrush removes 30 per cent more plaque than a three-month-old toothbrush and this is the message of Oral-B's annual 'Change of Toothbrush' Campaign.