



In Brazil, P&G is bringing consumers the best oral care technologies in the world through a full range of products under the Oral-B brand name.

Oral-B Pro-Saude toothpaste, toothbrushes and rinse represent the best of decades of P&G and Gillette expertise in oral health. Oral-B Pro-Saude toothpaste is formulated with a unique combination of stannous fluoride and sodium hexametaphosphate. These two ingredients work together to protect against oral disease while also providing whitening, tartar control and fresh breath benefits. The Oral-B Pro-Saude toothbrush is P&G's best manual toothbrush, providing seven benefits for a cleaner, healthier mouth. And Oral-B Pro-Saude rinse fights plaque, gingivitis and bad breath – for 12 hours.

Together, these terrific products represent a major advance in oral health for even more of the world's consumers. What's more, this launch in Brazil represents an important step in P&G's journey to be the very best Oral Care company in the world.



Oral-B Pro-Saude is the only toothpaste that protects all the areas dentists check most:

- **Gingivitis:** In multiple clinical trials, Oral-B Pro-Saude reduced gingivitis by up to 21% and reduced bleeding by up to 57%.
- **Tartar:** Oral-B Pro-Saude reduced tartar up to 56% better than a leading anti-cavity toothpaste in clinical trials.
- **Plaque:** Oral-B Pro-Saude toothpaste has been shown to reduce plaque by up to 23 % vs baseline, and up to 8% vs an ordinary toothpaste.
- **Sensitivity:** Oral-B Pro-Saude has been clinically proven to reduce and protect against tooth sensitivity in as little as 4 weeks.
- **Stains:** Oral-B Pro-Saude's whitening ingredient removes surface stains and prevents new stains from forming.
- **Cavities:** Oral-B Pro-Saude provides protection against cavities..
- **Breath:** Oral-B Pro-Saude's antibacterial action kills up to 40% of bacteria that causes bad breath and freshens breath.

About Oral-B Pro-Saude Technology:

Oral-B Pro-Saude toothpaste is formulated with a one-of-a-kind, scientifically-advanced Polyfluorite System, which is a combination of stannous fluoride and sodium hexametaphosphate. These two ingredients work together to protect against oral disease, while also providing whitening, tartar control, and fresh breath benefits. Oral-B Pro-Saude's technology is supported by 15 patent applications and more than 70 published studies. There is no more advanced toothpaste technology worldwide.

Availability:

In 2009, Oral-B toothpaste was successfully introduced in the Brazilian Pharmacy retail channel. Now, Oral-B toothpaste is in the process of expanding to additional Brazilian retail outlets.



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