



Oral-B  
Powering  
Australian Smiles

# THE FEELING OF POWER

*Four weeks and thousands of smiles later, Weekend Sunrise's James Tobin completes his final leg of the Oral-B Powering Australian Smiles Tour.*

**AFTER THAT DENTIST-CLEAN FEELING? YOU'RE NOT ALONE, AS AUSSIES EVERYWHERE ARE JOINING JAMES TOBIN AND MAKING THE SWITCH TO ORAL-B POWER BRUSHES.** Heading a nationwide initiative to improve the dental health of all Australians, James crossed the country equipped with all the facts and figures, to help local residents ditch their manual brushes and feel the power!

In a recent experiment\*, over 100 residents living in and around Power Place in Menai, NSW, swapped their manual brush for an Oral-B Triumph power toothbrush. After three months of power brushing, over 92 per cent of residents had virtually no plaque, 90 per cent felt more confident about their smile, 98 per cent believed they experienced improvements in their oral health and an amazing 100 per cent of residents said they would continue using an Oral-B Power Brush.

## Oral-B Triumph with Smart Guide

For one of the most technologically advanced, user-friendly toothbrushes on the market, look no further than the Oral-B Triumph with Smart Guide Power Brush. Providing you wireless while-you-brush feedback, the Oral-B Triumph removes up to twice as much plaque as a manual toothbrush, leaving you with that dentist-clean feeling at home. No wonder Oral-B is the brand that more dentists recommended.



## READY, SET, SWAP!

Until September 13, 2011, Oral-B is challenging Australians to swap their current toothbrush for an Oral-B Power Brush to receive up to \$50 cash back. For more details, visit [www.oralb.com.au](http://www.oralb.com.au).

\*Based on Power Street Study, 2010

**FOR MORE DETAILS, VISIT [ORALB.COM.AU](http://ORALB.COM.AU)**

