

History is on Oral-B's Side:

Cochrane Collaboration Confirms Superiority of Oscillating-Rotating Power Brush Technology Over Manual Brushing

In a recent historical review of clinical studies, the independent, not-for-profit Cochrane Collaboration concluded that oscillating-rotating – the technology used in Oral-B power toothbrushes – was the only type of power brush that consistently reduced plaque and gingivitis more effectively than a manual toothbrush in both the short and long term. This result was derived from a larger review that concluded power brushes outperform manual toothbrushing.*

This is an important conclusion that will help consumers and professionals make better oral care choices” said Dr. Paul Warren, vice president, Professional and Scientific Relations at Procter & Gamble. “Consumers and some professionals may be skeptical about the benefits and safety of power brushes. An independent confirmation of the effectiveness of Power and specifically oscillating-rotating brushes adds to Oral-B’s own evidence that consumers can benefit by shifting from a manual to an oscillating-rotating power brush.”

These results echoed those in the Cochrane Collaboration’s 2003 and 2005 reviews, which looked back at over 50 years of published research on power toothbrushes versus manual toothbrushes.** The reviews concluded that powered toothbrushes reduce plaque and gingivitis overall more than manual toothbrushes. The authors specifically found that oscillating-rotating technology was the only type that consistently outperformed manual toothbrushes in the reduction of plaque and gingivitis.

The conclusions of this most recent report, published in June 2014, were derived from reviews of 51 studies published from 1964 to 2011 and included no less than seven types of power brush technologies, based on brush head movement. Over 50 percent of the studies reviewed, focused on oscillating-rotating technology, reinforcing the robustness of Oral-B’s body of scientific evidence.

Oral-B is continually innovating to improve consumers’ oral health. This summer, Oral-B launched 2 key innovations: the new CROSS ACTION brush head – its most advanced power brush head to date that has perfectly angled bristles for a superior clean[‡]; as well as the SmartSeries electric toothbrush – the world’s first interactive electric toothbrush with Bluetooth 4.0 connectivity. The new toothbrush connects to the Oral-B App to provide real-time guidance while brushing – recording brushing activity as data – which patients can then share with their dental professional, helping to create a smarter and more personalized brushing routine. And consistent with our track record of superior results, clinical research shows that the newest Oral-B Pro 5000 with Cross Action reduces plaque and gingivitis more than Sonicare’s® best brush.

The Cochrane Collaboration is an international, independent, not-for-profit organization staffed by a volunteer network of health practitioners, researchers, patient advocates and others. It produces high-quality, relevant and up-to-date synthesized research evidence that is free from commercial sponsorship and other conflicts of interest to assist in the educated decisions patients and professionals make on product purchasing and promotion. Its work is internationally recognized as the benchmark for high quality information about the effectiveness of health care.

* Yaacob M, Worthington HV, Deacon SA, Deery C, Walmsley A, Robinson PG, Glennly A. Powered versus manual toothbrushing for oral health. Cochrane Database of Systematic Reviews 2014, Issue 6. Art. No.: CD002281. DOI: 10.1002/14651858.CD002281.pub3

** Heanue M, Deacon SA, Deery C, Robinson PG, Walmsley AD, Worthington HV, Shaw WC. Manual versus powered toothbrushing for oral health (Cochrane Review) In: *The Cochrane Library*, Issue 1, 2003; Robinson P, Deacon SA, Deery C, Heanue M, Walmsley AD, Worthington HV, Glennly AM, Shaw BC. Manual versus powered toothbrushing for oral health. Cochrane Database of Systematic Reviews 2005, Issue 2.

[‡] vs. regular manual toothbrush

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