**Objective:** This randomized, parallel-design, examiner-blinded clinical trial evaluated the effects of a marketed manual toothbrush on gingivitis reduction relative to a positive control marketed manual toothbrush. **Methods:** Sixty healthy adult volunteers with mild to moderate gingivitis were randomized to one of the two manual brushes: 1) marketed Oral-B Advantage Artica (test brush) or 2) marketed Oral-B CrossAction Vitalizer (positive control brush). All subjects received regular cavity protection toothpaste (Crest Cavity Protection). Subjects were asked to brush with their assigned products in their customary manner twice a day for 6 weeks. Gingivitis was assessed using Modified Gingival Index (MGI) at Baseline, Week 3 and Week 6. **Results:** The mean age of study participants was 28 years, and 90% of subjects were female. The groups were balanced (p > 0.4) for age, gender and Baseline MGI scores. The mean Baseline MGI scores were 2.48 and 2.51 for the test and the positive control brush, respectively. At each visit, both treatment groups demonstrated significant (p < 0.0001) reduction of the MGI scores relative to Baseline. At Week 3, use of the test brush resulted in 7.6% lower mean MGI scores relative to Baseline, while the corresponding percent reduction for the positive control was 8.4%. At the end of the 6-week treatment, use of the test brush resulted in 11.6% reduction of the mean MGI score relative to baseline, while the corresponding percent reduction for the positive control brush was 12.0%. There were no significant differences between brushes in gingivitis reduction at 3 weeks or 6 weeks (p > 0.7). Both brushes were well-tolerated; no adverse events were reported during the study. **Conclusion:** Six-week use of a marketed manual test toothbrush resulted in gingivitis reduction similar to that of a positive control marketed manual toothbrush.