

# Product news

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## HELP YOUR PATIENTS ACHIEVE THEIR BEST RESULTS



Oral-B is introducing a new generation of brushing through its most advanced dental device to date, the NEW GENIUS X with Artificial Intelligence.

The brand's smartest toothbrush yet uses AI technology to track where you are actually brushing (and not brushing enough) in your mouth to generate personalised feedback via the Oral-B app, and show you how to achieve your best results every day.

By identifying those areas you've missed and helping to change your brushing habits for the better, GENIUS X aims to save precious time and money when it comes to dental care in the long run. Over time, the

app provides guidance on how to improve your brushing habits, coaching you to the best level of care for a healthy, happy smile.

The NEW Oral-B GENIUS X with Artificial Intelligence (RRP: £340), launched in the UK in July 2019, available in two stunning colours; a sleek black or metallic rose gold design. The new smart brush also features a modern, sleek travel case that charges both the brush and a USB device, such as a smartphone, to make travelling with an electric toothbrush easier than ever.

For further information, samples, or high-resolution imagery, contact the Oral-B press team on [oralb@publicisgroupe.net](mailto:oralb@publicisgroupe.net).

## CHEERFUL BIBS SPECIALLY DESIGNED FOR CHILDREN

Seeing the dentist can be stressful for children. Zooby has developed a range of products that help young patients to feel more comfortable in the practice. Paediatric bibs with colourful animal motifs are the latest addition to the product line.

The bibs create a cheerful atmosphere and children can use them to dress up as a zebra, penguin, tiger, leopard, or flamingo. This reduces fear, promotes cooperation, and distracts them from technology, strangers and unfamiliar noises and odours. Positively tuned, they can be optimally cared for, and the practice remains a good memory. The non-permeable disposable bibs are available in packs of a hundred each.

The Zooby collection was developed specifically for young patients, as individual prophylaxis should start with the deciduous teeth to avoid cavities. The eruption of secondary teeth brings new challenges, such as incomplete enamel maturation, the unfavourable position of occlusal surfaces, the formation of retention niches, and thus a tendency towards plaque accumulation.

Therefore, the Zooby portfolio also includes items for professional teeth cleaning, such as contra-angles, pastes, and closing tablets. More information at [www.youngdental.eu](http://www.youngdental.eu).



If you would like to promote your products or services direct to the dental industry in BDJ Team, call Andy May on 020 7843 4785 or email [a.may@nature.com](mailto:a.may@nature.com).