



savvy circle members

# Insider Info



## The New Oral-B GENIUS

## Welcome to our savvy circle project with new Oral-B GENIUS

Ever wished you could get a dentist-inspired clean every time you brush? Well, now you can. You'll be among the first to get to know the brand-new Oral-B GENIUS toothbrush – a revolution in oral healthcare.



Together with a specially-selected group of 920 savvy circlers, you get the chance to try out this one-of-a-kind toothbrush and share your experiences with those around you, both online and offline.

We can't wait to get started!

## Our savvy circle project

In this project we want you to...

... **try out** the brand-new Oral-B GENIUS brush with a select group of 920 members of the savvy circle.

*Try out*



... **download** the Oral-B app and see your teeth cleaning habits in real time.

*Download*



... become online-ambassadors by spreading the word about the **new Oral-B GENIUS** through **reviews on Amazon and supersavvyme's Tried & Tested.**

*Spread knowledge*



... **feed back** your opinion on the Oral-B GENIUS toothbrush **in two online surveys.**

*Share opinion*

# Your Starter Kit

At the beginning of the project all participating members of the savvy circle will receive a free Starter Kit containing the following:

- A revolutionary new Oral-B GENIUS toothbrush
- A savvy circle insider's guide full of handy hints and tips



All of your questions and ideas can be discussed on our project blog:

[www.savvycircle.co.uk/OralBGENIUS](http://www.savvycircle.co.uk/OralBGENIUS)

The best way to get your questions and suggestions to us is via email:

[erin@savvycircle.co.uk](mailto:erin@savvycircle.co.uk)

# Leaving your reviews

In this day and age, most of us read online reviews to help us choose the right products, especially if a product is new to the market. As a specially-selected Oral-B expert with insider information, this is your chance to help others who are thinking of buying an electric toothbrush, so make sure your voice is heard!

## Where should I write reviews?

We'd like you to leave **at least two reviews** – one on Amazon and one on Tried & Tested (the review page for supersavvyme), and ideally leave a video review!

## What should I say?

If you're stuck for what to say, a good place to start might be:

- Did your teeth feel clean after first brush?
- Do your teeth appear whiter?
- How did you find using the Position Detection?
- What do you think of the design?
- What do you think of the accessories?
- Was your dentist impressed?

## How do I leave reviews?

**On Amazon:** Turn the page for a detailed, visual step-by-step guide.

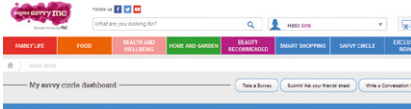
**On Tried & Tested:** Follow the instructions below:

1. Visit [www.savvycircle.co.uk](http://www.savvycircle.co.uk) and click on 'My savvy circle dashboard'.
2. Enter your log in details.
3. Within your dashboard, click on 'Oral-B GENIUS' in the menu on the left.
4. You'll be directed back to supersavvyme to the review page for your Oral-B toothbrush. Simply click 'Rate it' beneath the star rating and follow the on-screen instructions!

## Share links to the reports:

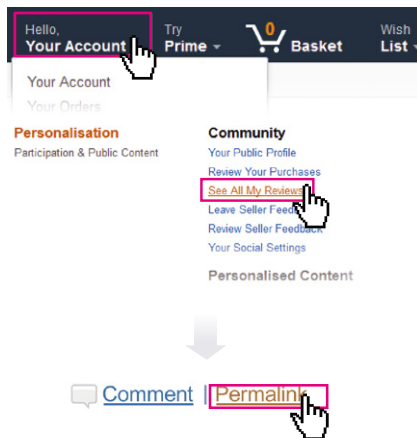
Important – make sure you let us know where we can find your review by sending us the links! It's easy to do using our test report tool, which you'll find within your personal savvy circle dashboard. All of the instructions will be sent to you via email so remember to check your email account regularly.

# A guide to leaving Amazon reviews



## Oral-B GENIUS

Click here to leave your honest Oral-B GENIUS review on Amazon



### Step 1

Head to your project dashboard at [www.savvycircle.co.uk/dashboard](http://www.savvycircle.co.uk/dashboard)

### Step 2

In the Oral-B GENIUS section, click on the box which will take you to your GENIUS' Amazon page.

### Step 3

Time to leave your honest star rating. Use the box underneath to write a helpful review for other electric toothbrush shoppers.

### Step 4

Now let's find the link to your review: Simply click on "Your account" and then under "Personalisation" click "See All My Reviews".

### Step 5

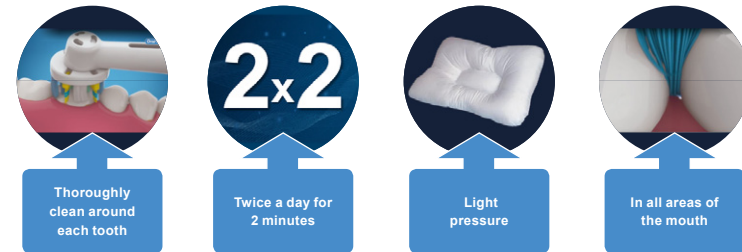
Find your freshly-penned review, then right click on "Permalink" click "copy link location" and send this link to us via your savvy circle dashboard. It may take a little while for your review to show up, so do check back if it's not there right away!

# Brush like a dentist

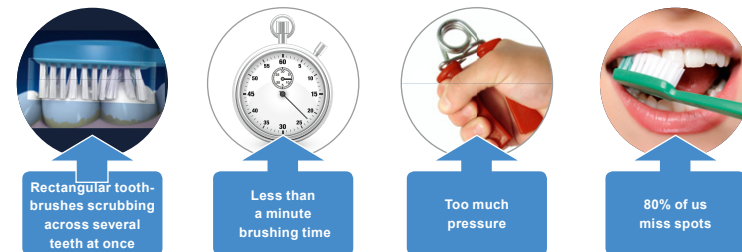
What does your dentist say about the way you brush your teeth? That you brush too hard? Or you don't brush for long enough? Or you focus too much on certain areas and not enough on others?

We asked the professionals and found that the vast majority of their patients do not brush their teeth adequately.

## How your dentist advises you brush:



## How the majority of us brush:



Even if you think you do a great job, you still might be missing something and not brushing properly which, on a daily basis, can lead to oral healthcare issues further down the line - and that's where Oral-B GENIUS comes in!

## What's different about GENIUS?

Beautiful. Revolutionary. Intelligent. Inspired by dentists and hygienists, and developed by the professionals at Oral-B, GENIUS sees what no other brush can see to guide you as it cleans.



Like having a dentist at home.

Four features that make the revolutionary new Oral-B GENIUS smarter than ordinary electric toothbrushes:

1. The world's first brush with **Position Detection Technology**, it sees where you have brushed to guide you as a dentist would.

2. With a **dentist-inspired round head** and superior oscillating-rotating and pulsating technology, it is clinically proven to clean better than the Sonicare Diamond Clean and Colgate A1500 toothbrushes.

3. The GENIUS features **automatic speed reduction**, which slows down the brushing speed if you brush too hard.

4. Oral-B's most premium brush ever, it features a **new handle design, longer battery life, an LED SmartRing customisable in 12 colours**, and some models come with a travel case that doesn't just charge your toothbrush, but also your smartphone.

No wonder why Oral-B is the #1 brand recommended and personally used by dentists in the UK and worldwide.

## There's an app for that

There's an app for everything these days and, thanks to the innovative Oral-B GENIUS, tooth brushing is no exception! But just what are the benefits of incorporating the app into your oral health routine?

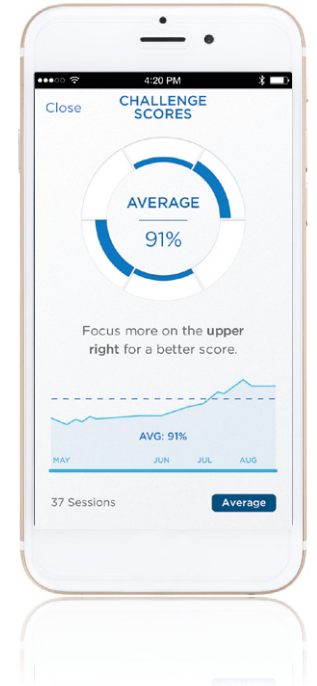
1. **The revolutionary Position Detection Technology** allows you to see where you're brushing. That's right, the app uses facial recognition technology along with motion sensors in the brush to map out your mouth so that you never miss a zone.

2. **You'll get daily updates** and guidance from your app so that you get the best possible clean.

3. **You'll get a % score after each brush**, based on criteria such as whether you cleaned for long enough and whether you covered all areas of your mouth accurately.

4. **Your dental professional can programme a routine of focused care into your app** that will give you instructions every time you brush.

5. **You can choose which dental care journey you go on.** Want whiter teeth? There's a pathway. More concerned about fresh breath? No problem. There's even a journey specifically designed for braces (so if you struggle to get your teenager to clean their teeth properly, this could be just the ticket!)



In fact, the Oral-B GENIUS is one of the most customisable toothbrushes on the market, making it **perfect for you** whatever your oral health needs...

## Your oral health matters

Dentists believe that your oral health should be treated with the same level of importance as your physical health. The Oral-B GENIUS comes complete with six different modes to allow you to customize your oral health routine to best meet your individual needs.



**Daily Clean:** Specifically designed with dentists' recommendations in mind, with a 2-minute clean split into four 30-second bursts to ensure you take care of every area of your mouth.



**Gum Care:** Over brushing can have negative effects on your gums, this mode offers a gentle massage to stimulate your gum tissue.



**Sensitive:** Designed for those with extra sensitivities, this mode operates at a slower speed for gentle cleaning of sensitive areas.



**Whitening:** Want super white pearly whites? The brush ranges in speeds to give your teeth the ultimate polish.



**Pro Clean:** Maximise your brushing experience. Your teeth could feel as clean as if you'd just paid the hygienist a visit.



**Tongue clean:** Did you know that 70% of bad breath comes from bacteria on the tongue? This gentle 20-second clean is the perfect finishing touch to your daily oral health journey.

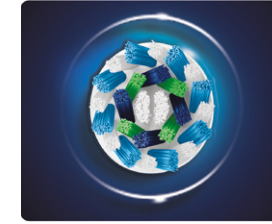
Great for your teeth but also great for your sense of style. The sleek design with customisable smart ring has a choice of 12 colours – so you can even get it to match your bathroom!

## Key points to consider

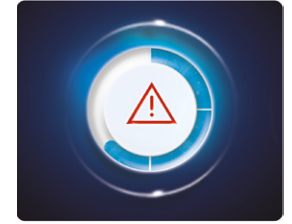
We've shared a lot of info so far so thought this might be time for a quick recap. When using your Oral-B GENIUS toothbrush and leaving reviews for others, consider the following points:



Revolutionary Position Detection Technology to guide you as it cleans, like a dentist at home.



Unique round head. Removes up to 100% more plaque\*.



Pressure sensor with automatic speed reduction helps protect your gums.



12 different colours available to personalise the smartring.



Oral-B's best battery and travel case that charges your phone.

\*vs a regular manual toothbrush

# The dentist challenge

Are you ready to put your new brush to the challenge? The folks at Oral-B are so confident in their revolutionary new brush that they want you to put it to the test.



The idea is this: book an appointment with your dentist today (before you've used your new GENIUS toothbrush), get some feedback on how clean your teeth are, if there are areas that need to be worked on etc. Then use your Oral-B GENIUS brush for the next four weeks and pay your dentist another visit and see what they think.

We'd love you to leave a second review at this stage. Tell the world just what your dentist thought and how much cleaner your teeth are after using the brush for just four weeks.

If you don't fancy a trip to the dentist, why not try the brushing challenge in the Oral-B app? It'll monitor your brushing technique and give you a score. Then you can see if you can brush like a dentist recommends when you use the Position Detection Technology.

# What's in your kit?

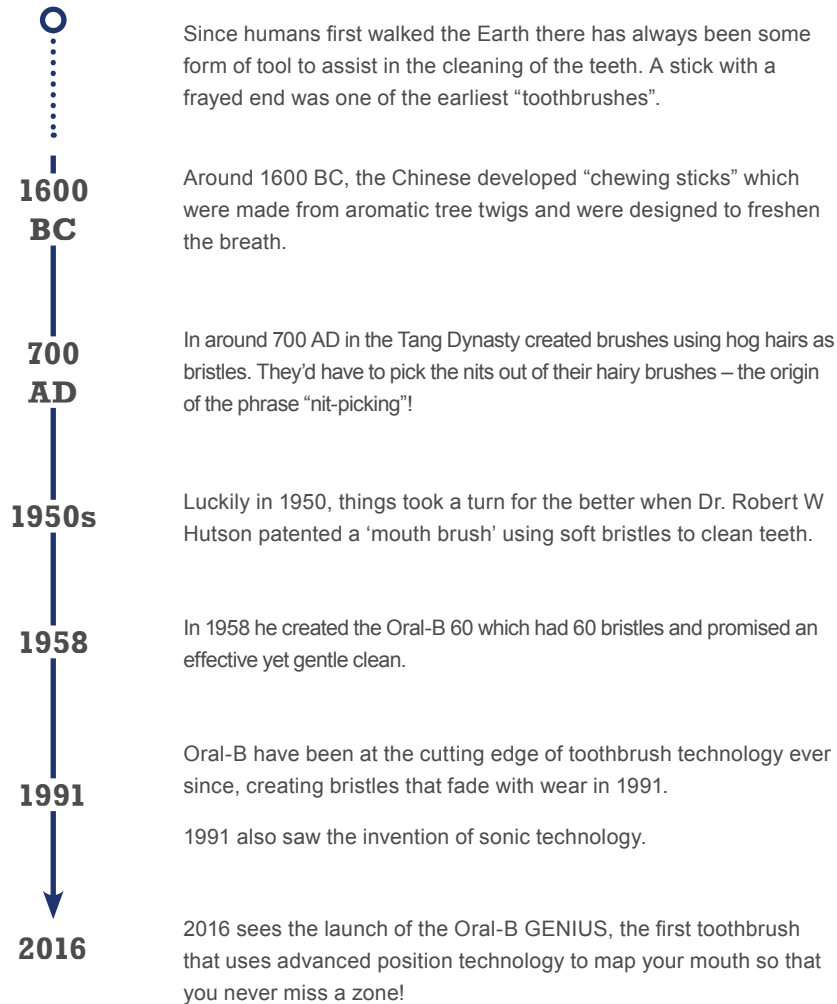
There were two options up for grabs in this savvy circle project: The GENIUS 8000, or the GENIUS 9000. Take a look to see what's unique about your brush.



	GENIUS 8000	GENIUS 9000
<b>Colour</b>	White	White or black
<b>Modes</b>	5 Modes	6 Modes
<b>Case</b>	Premium travel case with smart phone holder.	Premium travel case with smart phone holder and USB port to charge smart phone
<b>Brush</b>	<ul style="list-style-type: none"> <li>Position Detection Technology</li> <li>Dentist-inspired round head cleans tooth-by-tooth for greater plaque removal vs a regular manual toothbrush.</li> </ul>	<ul style="list-style-type: none"> <li>Position Detection Technology</li> <li>Dentist-inspired round head cleans tooth-by-tooth for greater plaque removal vs a regular manual toothbrush.</li> </ul>
<b>Battery</b>	Improved battery - (+20% runtime), Faster charger (40% faster charging time) compared to previous Oral-B batteries	Improved battery - (+20% runtime), Faster charger (40% faster charging time) compared to previous Oral-B batteries
<b>Refills</b>	3 brush heads included	4 brush heads included

# The birth of the brush

Oral-B is a household name and has been for decades, but have you ever wondered how it all started?



# Meet the Oral-B team!

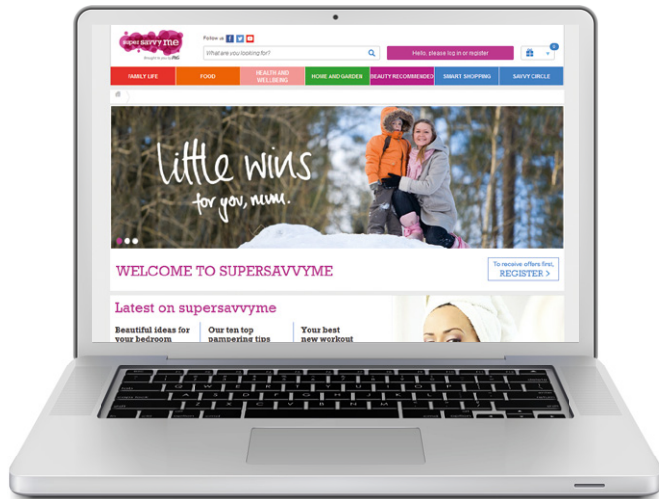
Say hello to Alessio, our contact at Oral-B. He'll be keeping up with the project and can't wait to hear what you think of the Oral-B GENIUS, and to read your lovely reviews! Make sure your opinion is heard!





# Making Every Day More Rewarding: supersavvy.me

P&G likes to hear from the people that use our brands.



At supersavvy.me we strive to show you ways to make the most out of every moment of every day. A place to share ideas, be inspired and treat yourself, our platform offers you a wealth of information, tips, products and practical services in the following areas:

- Style & Beauty
- Home & Garden
- Family Life
- Food
- Health & Wellbeing

So now supersavvy.me has over 2 million registered members we've relaunched our website. As a registered user, you can now upload your own product reviews, share interesting articles with other mums, get expert advice and benefit from exclusive offers, in addition to enjoying giveaways,

attractive coupons for everyday products, free product samples, product tests, and much more.

Members of supersavvy.me are often some of the first to learn about new products – which they get to try and give an honest opinion of. Just like you're currently doing in this savvy circle project with Oral-B. supersavvy.me product tests are exciting for members of the savvy circle as well as for P&G brand managers and product developers because they present the chance to improve existing products or develop new ones.

Whether you're testing something yourself and gathering feedback, like in this savvy circle project with Oral-B, or benefiting from the reviews and recommendations of other participants, supersavvy.me is the place to go for ideas and inspiration – and for simply rewarding yourself.



## Member of the savvy circle

Are your friends, family, colleagues or neighbours also interested in new products and helpful tips? Tell them about supersavvy.me and the chance to: learn about new brands as a brand ambassador, contribute to an online community with over two million members, share your experiences with others, and influence a reputable brand with your opinions. Learn more at:

<http://www.supersavvy.me>

## P&G: The Company



*P&G, the company behind strong brands.*

The Oral-B brand is owned by the Procter & Gamble company, which happens to own a large “family” of brands in the UK.

Whether for cosmetics and shaving, home or health: good brand-named products make life a little easier every day. Many of the products we trust come from Procter & Gamble.

Procter & Gamble has been around since 1837, when two Europeans, William Procter and James Gamble, founded the company in Ohio, USA.

Since then, the company’s 175 year history has been distinguished by its innovations and strong brands.

Around 4.6 billion times per day, people from all over the world come in contact with Procter & Gamble brands. In nine out of ten households there is at least one product from P&G.

Procter & Gamble’s goal is to make people’s lives a little more enjoyable – one day at a time. For new product development and product enhancements, P&G place high value on sustainability: the company cultivates their brands with the following generations in mind, and supports future-orientated and social projects.



*P&G products are known for their quality*



[www.savvycircle.co.uk/OralBGENIUS](http://www.savvycircle.co.uk/OralBGENIUS)

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