



4-24 months
Brushing starts with
the first tooth. Baby-soft
bristles massage
gums. Non-slip grip
is easy for Moms
to handle.



EVERY KID GOES THROUGH STAGES. FORTUNATELY, SO DO OUR BRUSHES.

Kids go through stages.

So that's how we built our new toothbrushes.

Oral-B Stages™ is the only line of brushes designed

for the way kids' teeth grow, their motor skills,

even how they think. Kids told us they don't like to brush

because it hurts, so all our Stages brushes have

cushioned heads. Only from Oral-B.

The brand more dentists use themselves.



5 to 7 year-olds
Kids tend to brush just
one side of their teeth,
so our cupped bristles
surround each tooth;
Power Tip™ bristles
target back teeth.
Features Buzz Lightyear
or Disney Princesses.



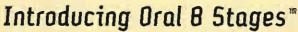


8 year-olds and older
Permanent teeth, gaps and
tender gums need combination
CrissCross™ and flared bristles to
clean and massage.





Finally. Toothbrushes designed for the evolution of a kid.



These toothbrushes clean better than any other kids' tooth-brushes. With dental professionals' help, we created the only brushes for the way kids grow. It each stage, there is the right brush that fits their teeth, their hand denterity, even their emotional makeup.

all Stages tooth brushes clean with soft bristles, have handle Stabilizers so they'll lay flat when putting on toothpaste, and come with our enclusive Gum Bumpers to cushion painful colli-

sions between toothbrushes and gums. Welcome to the future of brushing.

(4-24 months) Brushing starts with the first tooth.

Our pentra-soft bristles gently clean tender gums. Colorful, non-slip, adult grip is easy for Moms to handle.

(3-4 years) Toddlers still cutting teeth. Our narrow brush head fits small mouths. Squishy grips help kids learn to brush, encouraged by you and Mickey or Winnie-the-Pooh.

(5-7 years) Permanent molars erupt. Our cupped, soft bristles surround each tooth; power tip bristles target back teeth. Bigger, squishier grips for growing hands; Buzz Lightyear and four different princesses for growing interests.

(8+ years) Primary teeth change to permanent teeth, gaps and sore gums arrive. This combination needs soft, combination bristles that cleans teeth while protecting and massaging gums. Finally, a cool looking brush for young adults who aren't adults yet.



Every day, kids evolve right before our eyes. It's about time somebody built toothbrushes that recognized it.



