



Stages
1

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



Stages
2

2 to 4 year-olds
Kids' mouths can't open wide enough, so our brush head is narrow. Squishy grips help kids learn to brush with Winnie the Pooh.



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.

Stages
3

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.



Stages
4

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



INTRODUCING
Oral-B
Stages



Finally. Toothbrushes designed for the evolution of a kid.

Introducing Oral B Stages™

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

All Stages toothbrushes clean with soft bristles, have handle Stabilizers™ so they'll lay flat when putting on toothpaste, and come with our exclusive Gum Bumpers™ to cushion painful collisions between toothbrushes and gums. Welcome to the future of brushing.

1 (4-24 months) Brushing starts with the first tooth. Our pextra-soft bristles gently clean tender gums. Colorful, non-slip, adult grip is easy for Moms to handle.

2 (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.

3 (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.

4 (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.



Stages 1

Stages 2



Gum Bumpers



Stages 3

Stages 4

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

