

The Oral-B iO Series 5 is an advanced electric toothbrush that offers five cleaning modes and a pressure sensor to guide users in maintaining optimal brushing habits. It uses a pressure sensor to alert users if they are brushing too hard or too soft, ensuring a safe and effective cleaning experience. The Oral-B app tracks brushing in real-time, offering insights and reminders. It also features a built-in timer and a head replacement alert to encourage consistent oral hygiene.

Many people struggle with applying the correct amount of pressure while brushing, leading to gum damage or ineffective cleaning. The iO Series 5 addresses this by providing real-time feedback. The app's tracking feature ensures users brush evenly and for the recommended duration, helping build long-term healthy habits.

Compared to other electric toothbrushes, the Oral-B iO Series 5 offers superior real-time feedback through its pressure sensor, unlike traditional models that lack such smart tracking. While Philips Sonicare provides a strong cleaning experience, it doesn't integrate tracking and guidance as seamlessly as Oral-B's app does.

I'd enhance the product by introducing AI-driven personalized recommendations within the app. For example, after tracking user brushing habits over time, the app could suggest customized cleaning modes or areas to focus on. Additionally they could tie in with health care providers to provide free brush heads if they brush twice a day. They could also provide a method to send the brush heads back for recycling for credits. This would also boost Oral-B's sustainability efforts.

I used to struggle with over-brushing and noticed gum sensitivity over time. This toothbrush has helped me develop better habits by making brushing feel more interactive and guided, almost like having a personal dental assistant. Plus I have a routine every morning where I keep my phone, glasses and water bottle on the table at a specific place and go brush, and come back and then open my phone and water load.