



## Oral-B's "The Big Rethink" is Creating Accessible Oral Care for Everybody



Pictured (left to right): British broadcaster, Nikki Fox, Executive Board Member of the iADH, Alison Dougall, British influencer James Hunt from Stories About Autism, iADH spokesperson, Johanna Norderyd, popular German actor, Andre Dietz, Chief Executive Officer for Healthcare, Jennifer Davis and P&G Europe Oral Care Senior Vice President, Benjamin Binot. (Photo: Business Wire)

Oral-B recently unveiled the launch of [The Big Rethink](#), an initiative with the International Association for Disability and Oral Health (iADH) to help make oral care more inclusive, accessible, and positive for the millions of people living with a visible or non-visible disability, their caregivers, and dental professionals.

"We believe everyone has the right to a healthy mouth and beautiful smile. We have a responsibility to drive change, education and awareness around this topic and I'm very excited to be a part of this journey which is only just beginning," said Jen Davis, Chief Executive Officer of P&G Health Care.

At the launch event, held in Frankfurt, Germany, a panel of experts shared personal experiences of oral health struggles and how they have overcome them, as well as what dental professionals could be doing differently and the role of brands like Oral-B in driving change, education, and awareness.



**WATCH VIDEO**

"We recognise the need to continue learning from both dental professionals and consumers who frequently experience oral health struggles to understand what can make a real impact and offer the right solutions, whether that's through education or innovation," said Benjamin Binot, Senior Vice President.

# Oral-B Insight Leads to More Inclusive Oral Care



**Dr. William Minston, P&G Professional & Scientific Relations Director, Europe, presents at The Big Rethink.**

One in 3 of those living with a disability in Europe suffer from gum disease due to struggles with their oral care routine.

It was this insight from our Oral-B Europe team that led to an effort to make oral care more accessible and positive for all, through a unique partnership called “Positive Practices.”

That led Oral-B to establish a partnership with the International Association of Disability and Oral Health (iADH) as part of our drive to make oral care more inclusive, accessible, and positive for people with disabilities, their caregivers, and everyone in between. iADH President Alison Dougall said it felt like a “very natural fit when Oral-B approached to us to come together in partnership.”

‘Positive Practices’ training program is designed to train and educate dental practices on how to become more confident and inclusive when it comes to their patients. [Read more from Dentistry Magazine UK.](#)

Oral-B’s ambition connects back to P&G’s Equality & Inclusion strategy for People with Disabilities. As part of that aspiration, we acknowledge that People with Disabilities face both visible and invisible obstacles in their daily lives. As a result, we need to be always-innovating how we produce the products, and reinvent the experiences, that enhance the lives of People with Disabilities through daily life interactions with our brands. [Read more on our website.](#)