

Curve Sonic Toothbrush Ambassador Survey & Analysis

STUDY SUMMARY:

This document supports claims for the new BURST Curve Sonic Toothbrush. BURST Ambassador Dental Professionals conducted a four-day, twice per day (8x), two-minute brushing study using the new **BURST Curve Sonic Toothbrush** in **whitening mode** compared to an ADA-accepted soft manual toothbrush. Participants were surveyed immediately after the conclusion of the study.

RELATIONSHIP:

BURST Ambassadors are a group of clinically-trained dental professionals dedicated to providing the best care, whether at home or in the dental office. To ensure each BURST product is ultra-high quality, effective, and enjoyable to use, this dedicated community of 35,000+ dental professionals (dentists, dental hygienists, dental assistants, and students) work with BURST to help develop, test, provide feedback for, and market all of our products.

The BURST Ambassador Program elevates the voices of these individuals, the majority of whom are women, and provides a creative outlet for innovation in a traditionally stale industry. To show gratitude for the Ambassadors' support of the brand, BURST participates in a profit-sharing model with their dental friends.

To learn more about the program, visit <https://www.burstoralcare.com/ambassador>.

METHOD:

A pre-screener was used to invite any Ambassadors who wanted to participate in testing a new product in development. This list was narrowed down to 55 participants on a first-come, first-serve basis and their availability to receive the product. These participants signed a Product Evaluation Agreement and Product Waiver. They were then shipped the product and asked to follow the protocol outlined below and complete the product survey.

1. **Unbox:** Open your package and ensure you have received your ADA-accepted manual toothbrush, Curve Sonic Toothbrush, and Wild Mint Fluoride Toothpaste.
2. **Brush: Manual Brush**
 - a. Please brush for two days (or 4x) with the manual brush and wild mint toothpaste. Do not use any other toothbrush or toothpaste during this timeframe. Brush twice daily (a.m./p.m.) for precisely two minutes. Do not brush more or less.
 - b. Example: You receive your products on Saturday afternoon. That evening, use the manual toothbrush and then use it an additional three times (Sunday 2x, Monday a.m. 1x for 4x). You do not need to start in the a.m.
3. **Brush: Curve Sonic Toothbrush**
 - a. After you have completed two days of brushing with the manual brush, you will now use the Curve Sonic Toothbrush. Please remove the cap and rinse the head thoroughly with warm water before use. Do not replace the cap for the duration of use. The brush head may not be removable on your brush; please do not try

- to remove the head if it does not easily wiggle off.*
- b. **These brushes are final prototypes constructed differently than in mass production. These steps ensure that your brush operates correctly for this trial. If there are any issues with your brush functionality, please contact us.*
 - c. Please brush for two days (or 4x) with the Curve brush and Wild Mint Fluoride Toothpaste. Do not use any other toothbrush or toothpaste during this timeframe. Brush twice daily (a.m./p.m.) for precisely two minutes. The brush has a built-in timer. Do not brush more or less.
4. **Survey:** Once you have used the manual brush for two days (4x) and the Curve Sonic Toothbrush for two days (4x), please proceed immediately to this survey. The survey should take you at most 10 minutes. Please answer the questions to the best of your ability.

RESULTS

When dental hygienists used the BURST Curve Sonic Toothbrush:

Cleaning efficacy:

- 95.7% of dental hygienists said the Curve gave them a superior clean as compared to a manual toothbrush
- 89.4% of dental hygienists said they noticed a significant improvement in how clean their teeth felt after switching to the Curve from a manual toothbrush
- 97.9% of dental hygienists said the Curve helps you brush for two full minutes as compared to a manual toothbrush
- 97.9% of dental hygienists said the Curve encourages better brushing as compared to a manual toothbrush
- 87.2% of dental hygienists said the Curves guided support encourages better brushing

Ease of use:

- 93.6% of dental hygienists said the Curve is gentle on their gums
- 91.5% of dental hygienists said it is easier to reach back molars with the Curve as compared to a manual toothbrush
- 89.4% of dental hygienists said it is easier to clean hard-to-reach places in the mouth with the Curve as compared to a manual toothbrush
- 91.5% of dental hygienists prefer the Curve to a manual toothbrush
- 91.5% of dental hygienists said they would switch from a manual toothbrush to the Curve
- 95.7% of dental hygienists said they would recommend a Curve over a manual toothbrush
- 85.1% of dental hygienists said they would recommend the Curve to their patients
- 83% of dental hygienists said they would recommend the Curve to patients with braces
- 93.6% of dental hygienists said they prefer the Curve for travel over a manual toothbrush

Travel use:

- 91.5% of dental hygienists said they would travel with the Curve
- 78.7% of dental hygienists said the Curve is the best toothbrush for travel
- 89.4 of dental hygienists said the Curve has the best battery life for a Sonic toothbrush

Pricing & behavior:

- 83% of dental hygienists said the Curve is the best bang for your buck

- 89.4% of dental hygienists said the Curve is the best toothbrush on the market for its price
- 78.7% of dental hygienists said the Curve is an incredible value
- 89.4% of dental hygienists felt more confident after using BURST
- 80.9% of dental hygienists felt happier with their smile after using BURST
- 80.9% of dental hygienists would gift the Curve
- 76.6% of dental hygienists would want this as a gift
- 70.2% of dental hygienists said this is the perfect gift for Mom
- 72.3% of dental hygienists said this is the perfect gift for Dad
- 72.3% of dental hygienists said the Curve is the perfect addition to their bedtime routine
- 74.5% of dental hygienists said the Curve is the perfect addition to their morning routine

Full study results: <https://burstoralcare.typeform.com/report/VbNXN7lv/8G0KmlQrlqeptixr>