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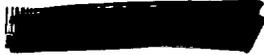
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COMMONWEALTH OF MASSACHUSETTS  
Suffolk, ss.

Enclosed herewith for the purpose of filing, please find the original executed deposition transcript and related exhibits of:

In the matter of application Serial No. 75/662,006  
For the Trademark ORALMAX & Design Published in the  
Official Gazette on August 28, 2001 at TM 600

**Opposition No. 124,984**

----- X

**GILLETTE CANADA COMPANY**  
dba ORAL-B LABORATORIES,  
Opposer

v.

**ROBIN RESEARCH LABORATORIES, INC.**  
Defendants.

----- X

**Deposition of Heather Gregg**

Thursday, January 15, 2004

SEALED THIS 1<sup>st</sup> DAY OF MARCH, 2004.

*Caroline T. Renault*

Caroline T. Renault  
Notary Public  
My Commission expires 5/31/07

cc: Michelle Browlee, Esq.

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Volume: 1  
Pages: 1 - 31

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of application Serial No. 75/662,006  
For the Trademark ORALMAX & Design Published in the  
Official Gazette on August 28, 2001 at TM 600

Opposition No. 124,984

-----x

GILLETTE CANADA COMPANY  
dba ORAL-B LABORATORIES

Opposer

v.

ROBIN RESEARCH LABORATORIES, INC.

Applicant

-----x

DEPOSITION OF HEATHER GREGG

Thursday, January 15, 2004, 9:58 a.m.

The Gillette Company

Prudential Tower Building

Boston, Massachusetts

Reporter: Caroline T. Renault, CSR/RPR

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PRESENT:

Gillette Canada Company

Michelle Brownlee, Esq.

Prudential Tower Building

Boston, Massachusetts 02199

617-421-7855

for the Opposer.

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I N D E X

WITNESS: HEATHER GREGG

EXAMINATION	DIRECT	CROSS	REDIRECT	RE CROSS
BY MS. BROWNLEE	4			

(Exhibit index found on Page 29.)

(Original exhibits returned to Attorney Brownlee.)

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P R O C E E D I N G S

HEATHER GREGG, a witness called for examination by counsel for the opposer, being first duly sworn, was examined and testified as follows:

DIRECT EXAMINATION

BY MS. BROWNLEE:

Q. Could you please state your name and address for the record?

A. Sure. Heather Gregg, G R E G G, 109 Commonwealth Avenue, Boston, Mass., 02116.

Q. Are you employed?

A. Yes.

Q. By whom?

A. The Gillette Company.

Q. And how long have you been employed by Gillette?

A. This is my 11th year.

Q. Where else have you worked other than Gillette?

A. I have worked for Dennis Connor Sports Marketing Agency and American Express.

Q. What positions did you hold at those two companies?

1           A. An account executive at Dennis Connor Sports  
2 and an MBA intern at American Express.

3           Q. What positions have you held since you came  
4 to Gillette?

5           A. A lot. I started out as an assistant product  
6 manager with the toiletries division, and then I  
7 became an associate product manager, again, with the  
8 toiletries division, and I became a product manager,  
9 a product manager within the blade division, the  
10 personal care division, and then I became a  
11 marketing manager within the blade division and a  
12 director within the stationary products division,  
13 and the oral care division, Oral-B, which is where I  
14 am now.

15          Q. How long have you worked for Oral-B?

16          A. Four years.

17                   MS. BROWNLEE: I would like to mark for  
18 identification Opposer Exhibit 1.

19                   (Marked, Exhibit 1, products brochure.)

20          Q. Can you identify this exhibit?

21          A. Sure. This is a brochure of our products  
22 that we offer to the profession.

23          Q. When you say "the profession" --

24          A. Meaning the dental profession, the dentists

1 and hygienists.

2 Q. Okay. And can you tell me what types of  
3 products are listed in this brochure? Does this  
4 list all of Oral-B's products?

5 A. Sure. We offer a number of different types  
6 of products to the profession. There are manual  
7 toothbrushes; there are power toothbrushes; there  
8 are interdental products such as things like floss,  
9 and specialty brushes such as sulcus brushes that  
10 clean deep between your teeth. Then we also have  
11 other products that consumers can't buy at the  
12 store, but the profession uses, so prophylaxis paste.

13 Q. What toothbrushes are in Oral-B's line of  
14 manual products?

15 A. We have the Indicator brush, the Oral-B  
16 Advantage brush, the Oral-B Plus brush, the Oral-B  
17 CrossAction brush, the Oral-B CrossAction Vitalizer  
18 brush; and then we have a whole line of new  
19 children's brushes which were introduced two years  
20 ago, and the entire line is called the Oral-B Stages  
21 line designed specifically for children between the  
22 ages of zero and 14.

23 Q. Are all of those manual brushes you just  
24 mentioned featured in this brochure that is in front

1 of you that is now Exhibit 1?

2 A. Yes. The only one that doesn't look like it  
3 is, because it was introduced last year, is the  
4 Oral-B CrossAction Vitalizer brush.

5 MS. BROWNLEE: I would like to mark this  
6 for identification Exhibit 2, Opposer Exhibit 2.

7 (Marked, Exhibit 2, print ad re Oral-B  
8 Stages.)

9 Q. You mentioned a children's line of  
10 toothbrushes that was introduced a couple of years  
11 ago?

12 A. Hmm-hmm.

13 Q. Could you identify the exhibit that is in  
14 front of you?

15 A. Sure. This is the print ad which supported  
16 the launch of the kids' line, which is Oral-B  
17 Stages, which is comprised of four different  
18 toothbrushes depending on the age of the child,  
19 and this is an ad that we ran in a number of  
20 different print publications such as Parenting,  
21 Redbook. Let's see where else we ran it.  
22 Anywhere -- it was around five to ten different  
23 publications in which it ran, national publications.  
24 People Magazine.

1 Q. What toothbrushes are in Oral-B's line of  
2 power toothbrush products?

3 A. There are a number of them. They start at  
4 the low-end, CrossAction Power. Then we have the D9  
5 Power Brush. Let's see. We have D17, and we have  
6 another brush called D4, and those brushes are all  
7 distinguished by the way that they operate, which  
8 was the features that they offer; so starting at  
9 the low end and going all the way up to the high  
10 end.

11 Q. Do consumers know the brushes by those names,  
12 D4 and D9, et cetera, or would consumers know them  
13 by a different brand name?

14 A. They would know CrossAction Power by  
15 CrossAction Power, and they are now called -- the  
16 D17 is called ProfessionalCare, so consumers would  
17 know it as ProfessionalCare, and that's what we call  
18 D17. And then the other ones are known by their  
19 numbers, so it depends on the product, but  
20 CrossAction Power and ProfessionalCare were probably  
21 the two that are known by those names.

22 Q. And in all of the cases that you mentioned,  
23 though, would the overarching brand be the Oral-B  
24 brand?

1           A. Yes. That's what distinguishes them as the  
2 Oral-B, and on the packaging it would list all of  
3 the features, and at the lower end you are getting  
4 less of the features and at the higher end you are  
5 getting more of the features. It's the Oral-B brand  
6 is the brand, and then there are different models,  
7 if you will.

8           Q. Are those products that you mentioned shown  
9 in Exhibit 1?

10          A. Yes. The only one that looks like it is  
11 missing is the CrossAction Power, and, again, that  
12 was introduced last year, so that's why that wasn't  
13 included in here, but you have the 3D Excel, which  
14 is the high end, and you have the 3D and the Plaque  
15 Control, which is the D9; so they are all in here  
16 except that one. And then we also on the power side  
17 have kids' toothbrushes as well, and those are  
18 branded Oral-B Kids' Power Toothbrush.

19          Q. Has Oral-B introduced any other new products  
20 since 2002 that are not featured in this catalogue?

21          A. Already launched or have we -- most of them  
22 are covered in here with the exception of the  
23 CrossAction Vitalizer product and the CrossAction  
24 power product that aren't in here. Everything else

1 is covered in here with the exception of the things  
2 that are going -- coming to market this year.

3 Q. Are there any new things that are coming to  
4 market this year that you could tell us about?

5 A. Yeah. We have a number of manual  
6 toothbrushes, new manual toothbrushes that are  
7 coming to market; we have two significant power  
8 products coming to market; and we also have an  
9 interdental, which is a flossing product, coming to  
10 market this year as well.

11 Q. Could you tell me a little bit more about the  
12 interflossing product that is coming to market this  
13 year?

14 A. Yes. It's an Oral-B-branded product battery-  
15 operated flossing device.

16 Q. And under what name will that be sold?

17 A. That will be Oral-B Hummingbird.

18 Q. And I'm sorry. Did you say that will hit the  
19 market later this year?

20 A. Yeah. That will hit in March of this year,  
21 so we are in the process of launching.

22 Q. How much did Oral-B spend on advertising in  
23 2003?

24 A. 46.7 million dollars.

1 Q. Is that just for the U.S. market?

2 A. Just for the U.S. market.

3 Q. Is that a typical annual expenditure as  
4 compared to the last few years?

5 A. Hmm-hmm. It's slightly higher, but within  
6 the same ballpark the previous year we had spent 34  
7 million dollars. As I mentioned, we had a number of  
8 new products, so that was the rationale for the  
9 increase in spending.

10 Q. On what types of media does Oral-B spend its  
11 advertising dollars?

12 A. We spend the bulk of our media, roughly 75 to  
13 80 percent, in broadcast TV, and we advertise on  
14 prime time, on cable, on syndication, all with  
15 national reach, and we spend anywhere, depending on  
16 what particular product it is, 20 to 25 percent in  
17 print advertising, national print advertising, and  
18 we typically advertise in books like People  
19 Magazine, Cosmo, Redbook, Parenting. Those types of  
20 magazines.

21 Q. On what types of programming would one  
22 typically see an ad for Oral-B products?

23 A. Since we advertise on both prime time and  
24 cable, you would see our ads on different types of

1 shows, but Everybody Loves Raymond, the reality TV,  
2 Survivor, you might see some of the children's  
3 advertising on Sesame Street. Some of those types  
4 of shows, but prime time advertising. Friends we  
5 typically advertise on, West Wing.

6 Q. Do you know how many viewers are estimated  
7 for those who see any Oral-B ad?

8 A. I'm not sure of the absolute number, but in  
9 terms of reach, our target group is 18 to 54, and we  
10 reach usually with our campaigns roughly 79 percent  
11 of all viewers that are 18 to 54 in the United  
12 States, so it's a pretty large number.

13 MS. BROWNLEE: Exhibit 3.

14 (Marked, Exhibits 3-8, storyboards.)

15 Q. Can you identify Exhibits 3 through 8?

16 A. Hmm-hmm. These are all storyboards of our  
17 advertising which is on air now. All of these are  
18 on air now. Exhibit 3 is advertising for the  
19 Oral-B brand itself and features all of the new --  
20 different types of products and technology and  
21 really in terms of communication communicates our  
22 heritage with the dental profession.

23 Exhibit 4 is an ad for the CrossAction  
24 Vitalizer product which I talked to earlier and was

1 Launched this past year.

2 Exhibit 5 is an ad called Monster, which  
3 is for our Stages line, the kids' line of  
4 toothbrushes; and Exhibit 6 is an ad which targets  
5 kids, so the ad speaks directly to kids. Exhibit 6  
6 is another ad for Stages, and this actually talks to  
7 the moms, so this would be advertised on shows like  
8 Days of Our Lives, soaps and things like that that  
9 mothers are watching.

10 Exhibit 7 is an ad for CrossAction  
11 Power, which was the product launched last year; and  
12 Exhibit 8 is an ad for our 3-D Excel product, the  
13 ProfessionalCare subbrand.

14 Q. So that's a power toothbrush?

15 A. That's a power toothbrush as well.

16 Q. You mentioned Oral-B runs print ads as well  
17 as television ads?

18 A. Hmm-hmm.

19 Q. Is Exhibit 2, which I showed you earlier, a  
20 typical Oral-B print ad?

21 A. Yes, so that's a typical Oral-B print ad, and  
22 we have others for CrossAction Vitalizer and the  
23 power products as well.

24 Q. Do you have any estimate of how many people

1 have seen Oral-B print ads?

2 A. I don't know the absolute number, but in  
3 terms of reach again, with TV where we are getting  
4 70 percent of our total target, depending on the  
5 product, our reach numbers are typically in the 70  
6 to 80 percent range for each, so that would give you  
7 sort of a ballpark. It's a very extensive reach  
8 that we buy.

9 Q. What other types of expenditures does Oral-B  
10 make to promote its products?

11 A. We spend money on public relations; we spend  
12 money marketing to the profession, to the dentists  
13 and hygienists; we also spend money in stores  
14 with the retailer on displays, point of sale  
15 communication, FSIs, which are freestanding inserts.  
16 Those are what go in the Sunday paper and offer a  
17 coupon to a consumer in conjunction with usually a  
18 full-page or half-page ad.

19 Q. So how much additional spending does Oral-B  
20 do in those other areas?

21 A. We spend roughly 11 million dollars,  
22 excluding the PR, and from a PR perspective,  
23 depending on the activity level that year, we spend  
24 probably anywhere up to five million dollars.

1 MS. BROWNLEE: I would like to mark for  
2 identification Opposer Exhibit 9.

3 (Marked, Exhibit 9, freestanding insert  
4 re CrossAction Power.)

5 Q. Could you please identify Exhibit 9?

6 A. Hmm-hmm. Sure. These -- this is an FSI, a  
7 freestanding insert. This is what you would find in  
8 the Sunday paper where it is an ad for Oral-B with a  
9 coupon that a consumer can take into a store and use  
10 to save money when they purchase one of our  
11 products. This particular one is for CrossAction  
12 Power, which is our battery brush.

13 Q. In how many newspapers would one of these  
14 FSIs appear?

15 A. You would have a circulation of roughly 41  
16 million newspapers on every single drop.

17 Q. Can you tell me what date that FSI appeared  
18 on --

19 A. Sure.

20 Q. -- if you know?

21 A. This was November 16th.

22 MS. BROWNLEE: I would like to mark for  
23 identification Opposer Exhibit 10.

24 (Marked, Exhibit 10, freestanding

1 insert.)

2 Q. Can you please identify Exhibit 10?

3 A. Sure. This is another FSI featuring three of  
4 our products: The AdvancePower product, the  
5 ProfessionalCare product and the AdvancePower 400  
6 product; and offers three coupons on each of our  
7 products.

8 Q. Would that have had a similar circulation to  
9 the --

10 A. Yes. It would have the exact same  
11 circulation of 41 million, 41.5 million papers, so  
12 it would get to 42 million consumers.

13 Q. Do you know what date that FSI appeared in  
14 newspapers?

15 A. This one I don't know, although it does look  
16 like the expiration date -- it was run in  
17 November -- I'm sorry. 8/17 it was run.

18 MS. BROWNLEE: I would like to mark for  
19 identification Opposer Exhibit 11.

20 (Marked, Exhibit 11, freestanding  
21 insert.)

22 Q. Could you identify Exhibit 11?

23 A. Hmm-hmm. This is an another FSI which was  
24 run on December 14th, and this was an FSI for our

1 AdvancePower 400, the Oral-B ProfessionalCare 7000  
2 series and the Oral-B CrossAction brush; and  
3 similarly the circulation or the number of  
4 newspapers that this was distributed in was 41.5  
5 million.

6 Q. Does Oral-B market its products through  
7 dental professionals?

8 A. Yes, we do.

9 Q. Can you explain the rationale between  
10 promoting Oral-B products through professionals?

11 A. Yes. We market to the professionals,  
12 dentists and hygienists, because their  
13 recommendation -- patients look to their dentists or  
14 hygienists for recommendations on which are the best  
15 products and what they should be using; and so we  
16 market to the dentists and hygienists so that they  
17 know our products and use our products and that they  
18 are then going to recommend our products to the  
19 patients.

20 MS. BROWNLEE: I would like to mark for  
21 identification Opposer Exhibit 12.

22 (Marked, Exhibit 12, print ad.)

23 Q. Can you identify Exhibit 12?

24 A. Sure. These are two print ads that are

1 specifically geared or targeted for the  
2 professional. They go in publications other than  
3 our other print advertising because the message is  
4 very specific to both hygienists and dentists, so  
5 these would go in trade publications, professional  
6 materials, that sort of thing; and they are talking  
7 about each of our new products. The Oral-B 3D Excel  
8 product print ad is on the left, and the CrossAction  
9 Vitalizer product is on the right, and each of the  
10 print ads is highlighting the features of the  
11 products.

12 Q. Does Oral-B advertising and promotion result  
13 in a high degree of consumer awareness?

14 A. Yes. We have the highest brand awareness of  
15 any manufacturer out there within oral care, and all  
16 of our marketing efforts do translate into brand  
17 awareness, and we have roughly 95 percent brand  
18 awareness, which is significantly higher than our  
19 competition.

20 Q. And how do you know about brand awareness?

21 A. We do tracking studies where we take a  
22 general population, a sample of the population  
23 that is representative of the total sample, and we  
24 ask them both on an aided and unaided basis their

1 awareness of the Oral-B brand, and then we also ask  
2 them their awareness of other brands, our  
3 competition, so we can understand how we compare to  
4 our competition. Since we do it on a continual  
5 basis, we are able to track our progress and  
6 correlate our marketing effort and marketing  
7 spending to the increase in brand awareness.

8 MS. BROWNLEE: I would like to mark for  
9 identification Opposer Exhibit 13.

10 (Marked, Exhibit 13, document re total  
11 awareness of Oral-B manual.)

12 Q. Can you identify Exhibit 13?

13 A. Sure. This is the tracking that we did -- do  
14 and have done on the total awareness of the Oral-B  
15 brand, and this is specific to the manual brushes,  
16 and it shows within the U.S.; what our awareness  
17 levels are of the Oral-B brand, and the exhibit  
18 illustrates that we have a 95 percent awareness  
19 level within the U.S. and our main competitor is  
20 Colgate at 91 percent, and our awareness level has  
21 been consistent for the past three years because  
22 this is tracking and comparing 2003 to 2002 and  
23 2001.

24 MS. BROWNLEE: I would like to mark for

1 identification Opposer Exhibit 14.

2 (Marked, Exhibit 14, document re power  
3 brand awareness among all toothbrush users, U.S..)

4 Q. If you would please identify this exhibit.

5 A. Sure. This exhibit shows our awareness  
6 levels for power products, our power products among  
7 all toothbrush users in the U.S. specifically, and  
8 it shows trending over time 2001, 2002 and 2003;  
9 and as I mentioned, we measure both aided and  
10 unaided awareness, and for the Oral-B we have 73  
11 percent awareness, which is significantly higher  
12 than our next competitor, which is the Crest  
13 SpinBrush at 51 percent, which is a significant  
14 gap.

15 MS. BROWNLEE: I would like to mark  
16 Opposer Exhibit 15 for identification.

17 (Marked, Exhibit 15, document re trial  
18 of Oral-B manual.)

19 Q. Would you please identify Exhibit 15?

20 A. Sure. We also continually monitor and track  
21 our trial rates, which means how many consumers have  
22 ever tried our product, and we track that over time  
23 and track that against our competition to see if we  
24 have higher trial rates; and what this appendix or

1 exhibit shows us is that in the U.S. we have a 76  
2 percent trial rate of our manual products, which is  
3 extremely high, and in the U.S. our next highest  
4 competitor is 66 percent.

5 MS. BROWNLEE: I would like to mark  
6 Opposer Exhibit 16 for identification.

7 (Marked, Exhibit 16, document re brand  
8 used most often, power.)

9 Q. Could you please identify Exhibit 16?

10 A. Sure. This exhibit illustrates among all  
11 power users what is the brand that most consumers  
12 use, and we track this again over time, so on an  
13 annual basis, and then we track our brand versus  
14 competitor brand, and you can see we have roughly 38  
15 percent of all people that use the power segment  
16 using our brand, which is significantly higher than  
17 the next competitor, which is Sonicare and Crest  
18 SpinBrush at 19 and 18 percent.

19 Q. Do you know what Oral-B's market share is in  
20 the manual and power segment?

21 A. Sure. In the manual segment it's 30 percent,  
22 and within the power segment it's 37 percent.

23 Q. Do you know what the next closest  
24 competitor's shares are?

1           A. Yes. Within the manual segment it is  
2 Colgate, and Colgate's dollar share is 19 percent.

3           Q. What about the power segment?

4           A. Within the power segment the next competitor  
5 is Crest SpinBrush at 28.6 percent.

6                       MS. BROWNLEE: I would like to mark for  
7 identification Opposer Exhibit 17.

8                               (Marked, Exhibit 17, printout of  
9 Oral-B.com website.)

10          Q. Can you identify Exhibit 17?

11          A. Sure. This is a printout of our website, the  
12 Oral-B.com website, and within the website we have  
13 both a consumer section where consumers would log on  
14 to find out more information about new products,  
15 where to find the products, and what the different  
16 features and benefit of each of the products in our  
17 line is; and then we also have a section of the  
18 website which is for dental professionals, so both  
19 dentists and hygienists, and in that section of the  
20 site dental professionals can come on and read the  
21 latest research about Oral-B, all of the clinical  
22 testing that we do, find out more about our new  
23 products, help them understand which products are  
24 more appropriate for different patients, and they

1 can also order free samples on the website. They  
2 can order patient educational materials on the  
3 website, displays, brochures. That sort of thing.

4 And then lastly we also have a section  
5 of the website within the profession where they can  
6 get continuing education on line. They will get  
7 information about conventions coming up and any  
8 relevant information to them. On our website we  
9 feature all of our products, and we know that  
10 consumers spend a lot of time on the website,  
11 particularly on the professional side of the  
12 website. A lot of dentists and hygienists are  
13 coming on to our website and spending roughly 12  
14 minutes per session, which relative to the average  
15 on the Internet, is extremely high, and it  
16 reinforces the value-add that we are providing the  
17 profession.

18 Q. What were Oral-B's total sales in 2003?

19 A. Total sales were 461 million.

20 Q. Can that be broken down into manual and  
21 power?

22 A. Sure. Manual is 252, and power is 209  
23 million.

24 Q. Do you know how many units of product that

1 represents?

2 A. Sure. On the manual side it's 172 million  
3 units, and on the power side it's 38.2.

4 Q. And are those figures consistent with prior  
5 years?

6 A. Yes, they are. The prior year we were at 202  
7 million units, so every year for the past five years  
8 we have been growing year on year, but it's still  
9 roughly in the same ballpark.

10 MS. BROWNLEE: I would like to mark for  
11 identification Opposer Exhibit 18.

12 (Marked, Exhibit 18, New York Times  
13 article.)

14 Q. Can you please identify Exhibit 18?

15 A. Sure. This is an article in The New York  
16 Times that ran in August of '02, and it's an article  
17 about our the Oral-B Indicator brush, and we  
18 restaged the brush and updated it. It was our kind  
19 of classic brush, if you will, and it was being  
20 updated in The New York Times.

21 Actually, when they saw it, they came to  
22 us and asked if they could do an article on it  
23 because they thought the innovation was so great,  
24 and the fact we have taken one of our older brushes

1 and more classic brushes and brought innovation and  
2 updated and brought a contemporary look to it; so  
3 this is a two-page article that we actually didn't  
4 solicit. The New York Times did, and it really  
5 reflects the heritage of and equity in the Oral-B  
6 name, because typically manufacturers would pay  
7 millions and millions of dollars to get exposure  
8 like this. It really speaks to the equity of the  
9 Oral-B name that they would want to do an article on  
10 that and come to us and approach us about doing it.

11 Q. So is press like this fairly unusual in the  
12 oral care area?

13 A. Yes. Within oral care to get this sort of  
14 exposure is highly unusual, unless you have paid for  
15 it; so, again, it speaks to the equity of the Oral-B  
16 name and the strength of that name, that brand name.

17 MS. BROWNLEE: I would like to mark for  
18 identification Opposer Exhibit 19.

19 (Marked, Exhibit 19, New York Times  
20 crossword puzzle.)

21 Q. Could you identify Opposer Exhibit 19?

22 A. Sure. This is an actual -- a crossword  
23 puzzle in The New York Times which ran in March of  
24 2000.

1 Q. Could you read the clue for 43 down?

2 A. Sure. "Big name in brushwork."

3 Q. And could you read the answer from the last  
4 page of the exhibit?

5 A. "Oral-B."

6 MS. BROWNLEE: I would like to mark for  
7 identification Opposer Exhibit 20.

8 (Marked, Exhibit 20, Wall Street Journal  
9 crossword puzzle.)

10 Q. Could you identify Exhibit 20?

11 A. Yup. This is a crossword puzzle from The  
12 Wall Street Journal and --

13 Q. Could you read the clue to 106 across?

14 A. "Toothbrush brand."

15 Q. Could you read the answer from the key on the  
16 next page?

17 A. "Oral-B."

18 MS. BROWNLEE: I would like to mark  
19 Opposer Exhibit 21 for identification.

20 (Marked, Exhibit 21, printout of ORALMAX  
21 website.)

22 Q. Can you identify Opposer Exhibit 21?

23 A. This is a printout of the website for  
24 ORALMAX.

1 Q. Is it your understanding that that is the  
2 party that we are opposing in this case?

3 A. Yes.

4 Q. In your opinion, are consumers likely to be  
5 confused if they see the mark "ORALMAX" on electric  
6 toothbrushes?

7 A. Yes.

8 Q. Why do you think so?

9 A. Because Oral-B, the "Oral" part of the Oral-B  
10 is the critical part, and that's what consumers  
11 really -- how they remember the brand, and the  
12 ORALMAX logo is highlighting the "Oral" part in  
13 blue, and the Oral-B logo sits within a blue  
14 lozenge, if you will, and it's been done that way  
15 for a number of years and is consistent in  
16 communicating in the marketing advertising both to  
17 the professional and in stores; and I think a  
18 consumer looking at this would see the "Oral"  
19 highlighted like that in blue, which is extremely  
20 similar to our blue lozenge; and also using the word  
21 "Max" is fairly generic. The focus of the ORALMAX  
22 name is on the "Oral," and I think that's extremely  
23 close and confusing to a consumer of Oral-B.

24 MS. BROWNLEE: Thank you for your time.

1 I have no further questions.

2 (Whereupon the deposition was adjourned  
3 at 10:42 a.m.)

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OPPOSER'S EXHIBIT INDEX

Exhibit 1, products brochure..... 5

Exhibit 2, print ad re Oral-B Stages..... 7

Exhibits 3-8, storyboards..... 12

Exhibit 9, freestanding insert re CrossAction Power  
..... 15

Exhibit 10, freestanding insert..... 15

Exhibit 11, freestanding insert..... 16

Exhibit 12, print ad..... 17

Exhibit 13, document re total awareness of Oral-B  
manual..... 19

Exhibit 14, document re power brand awareness among  
all toothbrush users, U.S..... 20

Exhibit 15, document re trial of Oral-B manual.. 20

Exhibit 16, document re brand used most often, power  
..... 21

Exhibit 17, printout of Oral-B.com website..... 22

Exhibit 18, New York Times article..... 24

Exhibit 19, New York Times crossword puzzle..... 25

Exhibit 20, wall Street Journal crossword puzzle...  
..... 26

Exhibit 21, printout of ORALMAX website..... 26

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E R R A T A    S H E E T

I, HEATHER GREGG, do hereby certify that I have read the foregoing transcript of my testimony, and further certify that it is a true and accurate record of my testimony (with the exception of the corrections listed below):

Page	Line	Correction
5	9	delete "the blade division"
6	16	insert "Advantage" before "Plus"
10	12	change "interflossing" to "interdental flossing"
17	9	change "between" to "behind"

Signed under the pains and penalties of perjury this 19<sup>th</sup> day of February, 2004.

Heather Gregg  
HEATHER GREGG

Commonwealth of Massachusetts,

Suffolk, ss.

CERTIFICATE OF REPORTER

I, Caroline T. Renault, Notary Public in the Commonwealth of Massachusetts, hereby certify that there came before me on January 15, 2004 at 9:58 a.m. at The Gillette Company, HEATHER GREGG, the deponent herein, who was duly sworn by me and thereafter examined by counsel for the Opposer; that counsel for the Applicant was absent; that the questions asked of said deponent and the answers given were taken down by me in Stenotype notes and thereafter transcribed under my direction.

I further certify that the foregoing is a true and correct transcript of the testimony given at said examination of said witness.

I further certify that I am not counsel, attorney, or relative of either party, or otherwise interested in the event of this lawsuit.

Caroline T. Renault

Caroline T. Renault

Notary Public

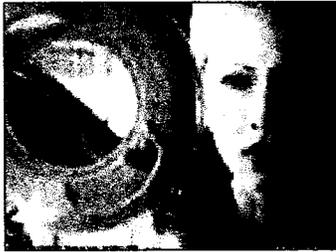
My commission expires 5/31/07



**Braun Oral B**  
**"Anthem" OBDE TV:30**  
**02/04/03**  
**Page 1 of 2**

EXHIBIT  
3  
 1-15-0402  
 FENGDAD 800-631-6983

**B  
B  
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O**  
**NEW YORK**



They are the captains



of cavity prevention.



The heroes of



healthy smiles.



They're armed to the teeth



with more



high tech tools



than ever before.



The dental experts at  
 Oral-B.



Creating the one brand



of toothbrush that's as  
 innovative



as they are.



The one brand that's



leading the way to a



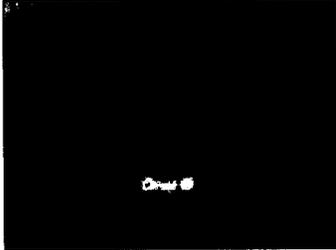
future of dental dreams



come true.

**Braun Oral B**  
**"Anthem" OBDE TV:30**  
**02/04/03**  
**Page 2 of 2**

**ORAL B**  
**NEW YORK**



Now is it any wonder



when asked what brand of  
toothbrush



they use themselves.



More dentists



open up wide and say...



Oral-B.  
Brush like a Dentist.

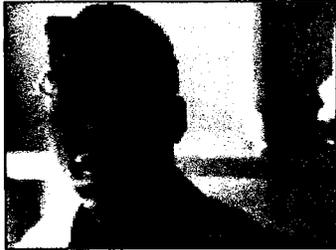
Oral B  
 "CANG" TV:30  
 03/05/03  
 Page 1 of 2

EXHIBIT  
 4  
 1-15-04 CK  
 PEIGAD 800-631-6989

NEW YORK



They are the captains



of cavity prevention.



The guardians of



gum health.



The dental experts at Oral-B.



And their latest



high tech weapon



in the fight for healthier teeth



and gums?



The new CrossAction Vitalizer. It helps



prevent gum disease with it's rubber stimulators and



CrissCross bristles that sweep away up to 90% of plaque, SUPER: Up to 90% of plaque between teeth



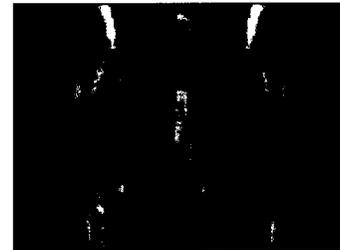
for gums so healthy



you'll smile.



Now is it any wonder



when asked what brand of toothbrush

Oral B  
"CANG" TV:30  
02/24/03  
Page 2 of 2



they use themselves.



more dentists say....



Oral-B.  
Brush like a Dentist.



**Oral-B Stages**  
**"Monster" TV:30**  
**06/23/03**  
**Page 1 of 2**

EXHIBIT  
 5  
 1-15-04 OK  
 PENICAD 800-631-6989

**B** NEW YORK  
**B**  
**D**  
**O**



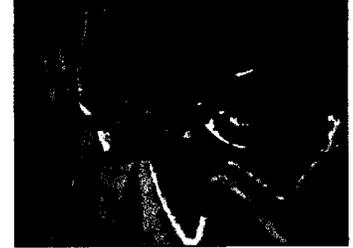
SFX: Stairs creek



SFX: Door opening  
 Mom: Don't forget to brush your teeth.



SFX: Brushing



Ahhhhh!



Ahhhhh!



Ahhhhh!



Ahhhhh!



SFX: Thud  
 Boy: I can't believe you're using that brush.



Buddy, with teeth



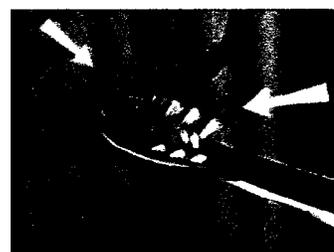
like that you need



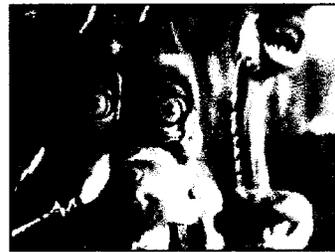
Oral-B Stages.



Monster: Stages?



It's got funky, slanted bristles to clean



between teeth and all those spaces.



It's great for teeth



like mine

**Oral-B Stages**  
**“Monster” TV:30**  
**06/23/03**  
**Page 2 of 2**



and yours.



Oral-B Stages.  
Cause teeth go through  
crazy stages.



SFX: Brushing



Ahhhh!



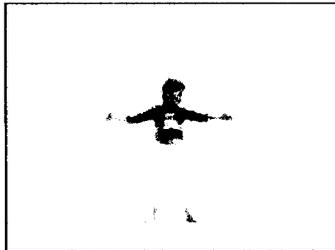
You didn't put the top back  
on the toothpaste.



Oral-B Stages  
 "Busting Out" TV:15  
 06/23/03



**B  
B  
D  
O** NEW YORK



Kids,

they go through Stages.

That's why there's Oral-B



Stages.



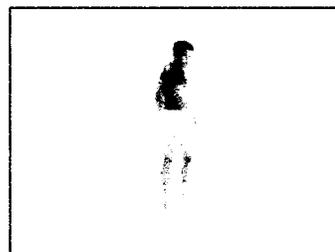
Expertly designed for each



stage of your kids teeth.



To get a great clean



at any age.



Oral-B Stages.

EXHIBIT  
7  
1-15-04 OK  
PENCAD 800-631-6988

NEW YORK  
B B D O

Oral B "CrossAction/Power" TV:15  
"Deep Down Clean"  
06/30/03  
Page 1 of 1



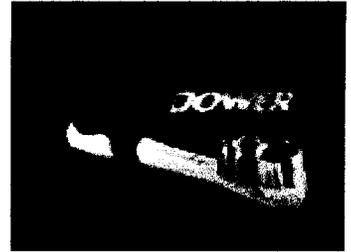
The experts at Oral-B



bring you a



deep down clean.



New Oral-B CrossAction Power.



The only battery brush with CrossAction bristles



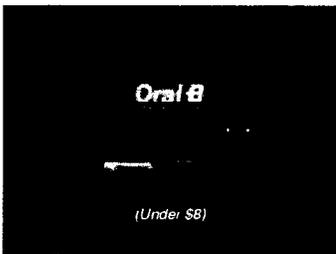
to lift and sweep away hard to reach plaque

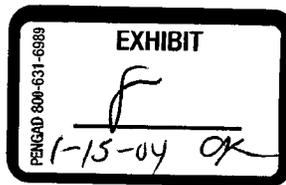


for a complete clean.



Oral-B CrossAction Power





NEW YORK  
B B D O

**Oral B Professional Care 7000**  
**“Mission Refresh” TV:30 US Version (More Plaque)-GSOC-3283**  
**11/13/03**  
**Page 1 of 1**



The dental experts at Oral-B are on a



mission to protect your



teeth and gums.



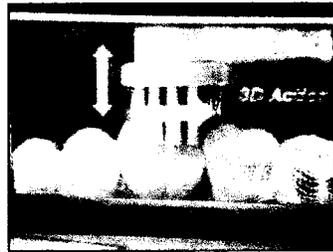
Their ultimate weapon?



The new Oral-B



Professional Care 7000.



The only power toothbrush with 3-D action. It cleans so deep,



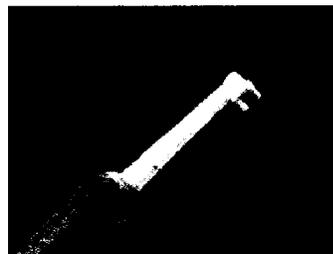
it removes more plaque than Sonicare Elite,



preventing and even reversing gum disease.



Mission accomplished.



The new Oral-B



Professional Care 7000.



Brush like a Dentist.

Gillette Canada Co. v. Robin Research Labs  
Opposition No. 124,984  
Opposer's (Gillette Canada Co.'s) Exhibit

8

**Oral B Professional Care 7000**  
**"Mission Refresh" TV:30 US Version**  
**9/09/03 (GSOC-3073)**  
**Page 1 of 1**



The dental experts at Oral-B are on a



mission to protect your



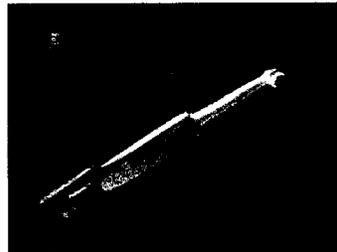
teeth and gums.



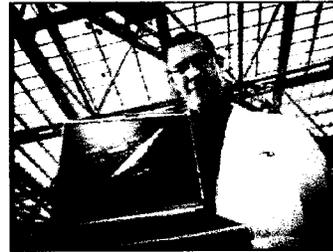
Their ultimate weapon?



The new Oral-B



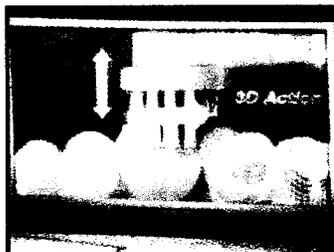
Professional Care 7000.



The world's most advanced power toothbrush.



With a compact round head like dentists use,



it's unique pulsing 3D action



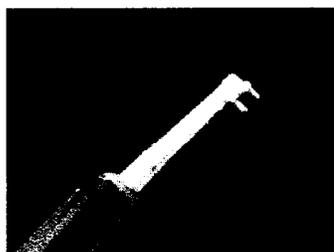
cleans below the gumline



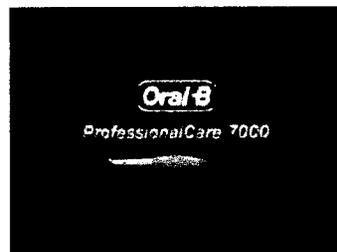
preventing and even reversing gum disease.



Mission accomplished.



The new Oral-B



Professional Care 7000.



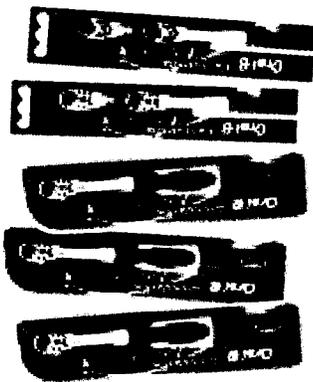
Brush like a Dentist.

EXHIBIT  
9  
1-15-04 OK  
PENGAD 800-631-6989

MANUFACTURER COUPON • EXPIRES 12/30/03

**Save \$1.00**

On your next purchase of any one (1) Oral-B® CrossAction® Power Toothbrush or one (1) 2-pack Oral-B® CrossAction® Power Brushhead Refill



Redeemable at any food, drug, discount, or other retail store. CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Coupon not transferable. Consumer must pay any sales tax. LIMIT ONE COUPON PER PURCHASE. DEALER: Your redemption signifies compliance with Gillette coupon redemption policy dated 7/1/84. Copy available on request by writing to: GILLETTE CMS, DEPT. 47400, ONE FAWCETT DRIVE, DEL RIO, TX 78840. To receive the face value plus 8¢ handling fee, send properly redeemed coupons to the same address. Cash value: 1/20¢. ©2003 The Gillette Company

16112



**Oral-B®**  
**CROSSACTION**  
**POWER**

**Multi-Angle-CrossCross Bristles**  
reach deep between teeth to lift out and sweep away plaque.

**Rotating Powerhead™**  
loosens and whisks away plaque from surfaces, gumline and back teeth.

**Replaceable Brushhead with One Touch™**  
release-and-lock button. Dentists recommend changing your brush every three months.

**Battery Powered**  
One replaceable Duracell® AA battery included in each brush.

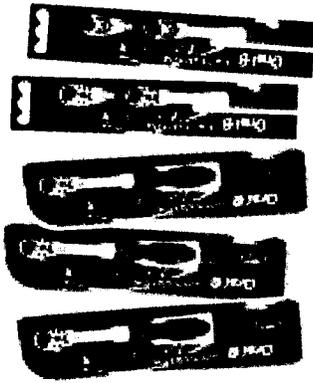
**More Cleaning Action Than the Leading Manual Toothbrush**

©2003 The Gillette Company  
www.oralb.com

MANUFACTURER COUPON • EXPIRES 12/30/03

**Save \$2.00**

On your next purchase of any one (1) Oral-B® CrossAction® Power Toothbrush or one (1) 2-pack Oral-B® CrossAction® Power Brushhead Refill



Redeemable at any food, drug, discount, or other retail store. CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Coupon not transferable. Consumer must pay any sales tax. LIMIT ONE COUPON PER PURCHASE. DEALER: Your redemption signifies compliance with Gillette coupon redemption policy dated 7/1/84. Copy available on request by writing to: GILLETTE, CMS, DEPT. 47400, ONE FAWCETT DRIVE, DEL RIO, TX 78840. To receive the face value plus 8¢ handling fee, send properly redeemed coupons to the same address. Cash value 1/20¢. ©2003 The Gillette Company

UPC NEEDED

**Oral-B®**  
**CROSSACTION**  
**POWER**

**Multi-Angle CrissCross Bristles**  
reach deep between teeth to lift out and sweep away plaque.

**Rotating Powerhead™**  
loosens and whisks away plaque from surfaces, gumline and back teeth.

**Replaceable Brushhead with One Touch™**  
release-and-lock button. Dentists recommend changing your brush every three months.

**Battery Powered**  
One replaceable Duracell™ AA battery included in each brush.

**More Cleaning Action Than the Leading Manual Toothbrush**

© 2003 The Gillette Company  
www.oralb.com

NEWS AMERICA MARKETING - MARKET LIST & VERSION INFORMATION

MARKET LIST EFFECTIVE 8/17/03

PROGRAM DATE:		11/16/2003		CLIENT:		Oral B CA Power	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)	BDI/CDI ratio	
<b>NEW ENGLAND REGION</b>							
	1	PORTLAND,ME	TELEGRAM	116	0		
	1	BANGOR,ME	NEWS	80	0		
	1	LEWISTON,ME	SUN JOURNAL	36	0		
	1	WATERVILLE,ME	SENTINEL	20	0		
	1	AUGUSTA,ME	KENNEBEC JOURNAL	14	0		
X	2	BOSTON,MA	GLOBE	735	735	178/132	
	2	BOSTON,MA	HERALD	179	0		
	3	WORCESTER,MA	TELEGRAM	131	0		
	4	SPRINGFIELD,MA	REPUBLICAN	124	0		
	5	ESSEX COUNTY,MA	COMMUNITY NEWSPAPERS	117	0		
	5	QUINCY,MA	PATRIOT LEDGER	85	0		
	5	LAWRENCE,MA	EAGLE-TRIBUNE	62	0		
	5	LOWELL,MA	SUN	54	0		
	5	BROCKTON,MA	ENTERPRISE	50	0		
	5	FRAMINGHAM,MA	METROWEST DAILY NEWS	49	0		
	6	HYANNIS,MA	CAPE COD TIMES	56	0		
	6	EASTON,MA	JOURNAL	4	0		
	6	MANSFIELD,MA	NEWS	4	0		
	6	NORTON,MA	MIRROR	2	0		
	6	ABINGTON/ROCKLAND,MA	MARINER	5	0		
	6	HANOVER,MA	MARINER	3	0		
	6	HINGHAM,MA	JOURNAL	6	0		
	6	MARSHFIELD,MA	MARINER	5	0		
	6	NORWELL,MA	MARINER	2	0		
	6	PEMBROKE,MA	MARINER	2	0		
	6	SCITUATE,MA	MARINER	5	0		
	6	KINGSTON,MA	MARINER	3	0		
	6	FALL RIVER,MA	HERALD NEWS	26	0		
	6	ATTLEBORO,MA	SUN-CHRONICLE	23	0		
	6	TAUNTON,MA	GAZETTE	12	0		
X	7	PROVIDENCE,RI	JOURNAL	244	244	118/104	
X	7	WOONSOCKET,RI	CALL	20	20		
X	7	PAWTUCKET,RI	TIMES	14	14		
X	7	WEST WARWICK,RI	KENT COUNTY TIMES	4	4		
	8	MANCHESTER,NH	NEW HAMPSHIRE NEWS	91	0		
	8	NASHUA,NH	TELEGRAPH	35	0		
	8	DOVER,NH	FOSTER'S DEMOCRAT	32	0		
	8	CONCORD,NH	MONITOR	25	0		
	8	KEENE,NH	SENTINEL	14	0		
	9	BURLINGTON,VT	FREE PRESS	64	0		
	9	PLATTSBURGH,NY	PRESS-REPUBLICAN	23	0		
	9	RUTLAND,VT	HERALD	22	0		
	9	BARRE-MONTEPELIER,VT	TIMES-ARGUS	14	0		
	9	BRATTLEBORO,VT	REFORMER	12	0		
	9	BENNINGTON,VT	BANNER	8	0		
X	10	HARTFORD,CT	COURANT	316	316		
X	10	MANCHESTER,CT	JOURNAL INQUIRER	44	44		
X	10	NEW BRITAIN,CT	HERALD	35	35		
X	10	MERIDEN,CT	RECORD-JOURNAL	28	28		
X	10	TORRINGTON,CT	REGISTER CITIZEN	10	10		
X	11	NEW HAVEN,CT	REGISTER	112	112		
X	11	WATERBURY,CT	REPUBLICAN	72	72		
X	11	NEW LONDON,CT	DAY	56	56		
X	11	NORWICH,CT	BULLETIN	36	36		
X	12	BRIDGEPORT,CT	CONNECTICUT POST	89	89		
X	12	STAMFORD/GREENWICH,CT	ADVOCATE/TIME	46	46		
X	12	DANBURY,CT	NEWS-TIMES	38	38		
X	12	NORWALK,CT	HOUR	14	14		
				<b>Total for Region:</b>	<b>3,526</b>	<b>1,911</b>	
<b>NEW YORK METRO REGION</b>							
X	13	NEW YORK,NY	DAILY NEWS	1000	1000	216/260	
	13	NEW YORK,NY	POST	450	0		
	13	NEW YORK,NY	HOY	91	0		
	14	NEW YORK,NY	TIMES	970	0		
	15	LONG ISLAND,NY	NEWSDAY PLUS	1300	0		
X	15	LONG ISLAND,NY	NEWSDAY	736	736	165/180	
	16	BERGEN,NJ	RECORD NOW	254	0		
X	16	BERGEN/PASSAIC-CLIFTON,NJ	RECORD HERALD NEWS	248	248	116/127	
X	18	WESTCHESTER/ROCKLAND,NY	WEST.ROCK. NY-PLUS	215	215		
X	18	WESTCHESTER COUNTY,NY	JOURNAL-NEWS	203	203		
X	17	STATEN ISLAND,NY	ADVANCE	85	85		
	18	MIDDLETOWN,NY	RECORD	102	0		
	18	KINGSTON,NY	FREEMAN	33	0		
X	19	NEWARK,NJ	STAR-LEDGER	713	713	97/98	
X	20	EAST BRUNSWICK,NJ	HOME NEWS AND TRIBUNE	80	80		
X	20	MORRISTOWN,NJ	RECORD	55	55	92/90	
X	20	BRIDGEWATER,NJ	COURIER NEWS	49	49		
X	20	JERSEY CITY,NJ	JOURNAL	35	35		
X	20	NEWTON,NJ	NEW JERSEY HERALD	23	23		
	21	ASBURY PARK,NJ	PRESS	244	0		
				<b>Total for Region:</b>	<b>6,886</b>	<b>3,443</b>	
<b>MIDDLE ATLANTIC REGION</b>							
X	22	ALBANY,NY	TIMES UNION	157	157		
X	22	SCHENECTADY,NY	GAZETTE	59	59		
X	22	POUGHKEEPSIE,NY	JOURNAL	57	57		
X	22	PITTSFIELD,MA	BERKSHIRE EAGLE	38	38		
X	22	GLENS FALLS,NY	POST STAR	35	35		
X	22	TROY,NY	RECORD	22	22		
X	22	SARATOGA SPRINGS,NY	SARATOGIAN	14	14		
X	22	NORTH ADAMS,MA	TRANSCRIPT	8	8		
X	23	BUFFALO,NY	NEWS	351	351		
X	23	JAMESTOWN/DUNKIRK,NY	POST JOURNAL	31	31		
	24	ERIE,PA	TIMES-NEWS	94	0		
	25	BINGHAMTON,NY	PRESS & SUN-BULLETIN	75	0		
	25	UTICA,NY	OBSERVER-DISPATCH	61	0		
	25	ELMIRA,NY	STAR-GAZETTE	46	0		
	25	ITHACA,NY	JOURNAL	24	0		
	25	ONEONTA,NY	DAILY STAR	22	0		
X	26	ROCHESTER,NY	DEMOCRAT & CHRONICLE	257	257		

\$2.00 Coupon Markets  
Total Circ = 16,377

PROGRAM DATE:		11/16/2003		CLIENT:		Oral B CA Power	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)	BDI/CDI ratio	
X	27	SYRACUSE,NY	POST-STANDARD	194	194		
X	27	WATERTOWN,NY	TIMES	39	39		
X	27	AUBURN,NY	CITIZEN	15	15		
X	27	ONEIDA,NY	DISPATCH	8	8		
X	28	PHILADELPHIA,PA	INQUIRER	815	815		
X	28	LEVITOWN,PA	BUCKS COUNTY COURIER T	77	77		
X	28	DOYLESTOWN,PA	INTELLIGENCER	55	55	103/130	
X	28	WILLINGBORO,NJ	BURLINGTON COUNTY TIME	47	47		
X	28	LANSDALE,PA	REPORTER	19	19		
X	28	CAMDEN,NJ	COURIER POST	107	107		
X	29	CHESTER,PA	DELAWARE COUNTY TIMES	49	49		
X	29	WEST CHESTER,PA	LOCAL NEWS	32	32		
X	29	POTTSTOWN,PA	MERCURY	27	27		
X	29	WOODBURY,NJ	GLOUCESTER COUNTY TIME	27	27	102/125	
X	29	NORRISTOWN,PA	TIMES HERALD	17	17		
X	29	SALEM,NJ	TODAY'S SUNBEAM	10	10		
X	29	PHOENIXVILLE,PA	PHOENIX	5	5		
	30	TRENTON,NJ	TIMES	72	0		
	30	TRENTON,NJ	TRENTONIAN	54	0		
X	31	ATLANTIC CITY,NJ	PRESS	98	98		
X	31	VINELAND,NJ	JOURNAL	18	18	118/112	
X	31	BRIDGETON,NJ	NEWS	9	9		
	32	WILMINGTON,DE	NEWS JOURNAL	161	0		
	32	DOVER,DE	DELAWARE STATE NEWS	32	0		
	33	FREDERICKSBURG,VA	FREE LANCE STAR	56	0		
	33	FREDERICK,MD	NEWS & POST	46	0		
	33	HAGERSTOWN,MD	HERALD-MAIL	46	0		
	33	SALISBURY,MD	TIMES	36	0		
	33	CUMBERLAND,MD	TIMES-NEWS	33	0		
	33	MARTINSBURG,WV	JOURNAL	21	0		
X	34	HARRISBURG,PA	PATRIOT-NEWS	155	155		
X	34	YORK,PA	NEWS	94	94		
X	34	SUNBURY,PA	ITEM	31	31		
X	34	CHAMBERSBURG,PA	PUBLIC OPINION	23	23		
X	34	HANOVER,PA	SUN	22	22		
X	34	BLOOMSBURG,PA	PRESS ENTERPRISE	21	21		
X	34	CARLISLE,PA	SENTINEL	15	15		
X	34	LEWISTOWN,PA	SENTINEL	13	13		
X	35	LANCASTER,PA	NEWS	111	111		
X	35	READING,PA	EAGLE	99	99	74/100	
X	35	POTTSVILLE,PA	REPUBLICAN/EVENING HER	34	34		
X	35	LEBANON,PA	NEWS	22	22		
	36	ALLENTOWN,PA	MORNING CALL	182	0		
	36	EASTON,PA	EXPRESS TIMES	53	0		
	36	STROUDSBURG,PA	POCONO RECORD	28	0		
	37	SCRANTON,PA	TIMES	75	0		
	37	TOWANDA,PA	REVIEW	10	0		
	37	WILKES-BARRE,PA	TIMES LEADER	63	0		
	37	WILLIAMSPORT,PA	SUN-GAZETTE	33	0		
	37	WILKES-BARRE,PA	CITIZENS VOICE	32	0		
	37	HAZLETON,PA	STANDARD SPEAKER	25	0		
	37	SHAMOKIN-MT CARMEL,PA	NEWS ITEM	11	0		
X	38	BALTIMORE,MD	SUN	508	508		
X	38	ANNAPOLIS,MD	CAPITAL	51	51		
X	38	COLUMBIA,MD	FLIER	39	39		
X	38	TOWSON,MD	TIMES	37	37	92/109	
X	38	GLEN BURNIE,MD	GAZETTE	35	35		
X	38	LAUREL,MD	LEADER	30	30		
X	38	WESTMINSTER,MD	CARROLL COUNTY TIMES	27	27		
X	38	HOWARD COUNTY,MD	TIMES	23	23		
X	38	BALTIMORE,MD	MESSENGER	7	7		
X	39	WASHINGTON,DC	POST	1138	1138	104/118	
			Total for Region:	6,433	6,232		
		<b>EAST CENTRAL REGION</b>					
	40	AKRON,OH	BEACON JOURNAL	203	0		
	40	CANTON,OH	REPOSITORY	86	0		
	40	MASSILLON,OH	INDEPENDENT	13	0		
X	41	CINCINNATI,OH	ENQUIRER	342	342		
X	41	HAMILTON,OH	JOURNAL-NEWS	25	25		
X	41	MIDDLETOWN,OH	JOURNAL	24	24		
X	42	CLEVELAND,OH	PLAIN DEALER	515	515		
X	43	COLUMBUS,OH	DISPATCH	393	393		
X	43	ZANESVILLE,OH	TIMES RECORDER	23	23		
X	43	NEWARK,OH	ADVOCATE	24	24		
X	43	CHILLICOTHE,OH	GAZETTE	18	18		
X	43	MARION,OH	STAR	18	18		
X	43	LANCASTER,OH	EAGLE GAZETTE	17	17		
X	43	COSHOCTON,OH	TRIBUNE	9	9		
X	43	BUCYRUS,OH	TELEGRAPH FORUM	8	8		
X	44	DAYTON,OH	NEWS	214	214		
X	44	SPRINGFIELD,OH	NEWS-SUN	41	41		
	45	TOLEDO,OH	BLADE	209	0		
	45	LIMA,OH	NEWS	46	0		
	45	FREMONT,OH	NEWS MESSENGER	15	0		
	45	PORT CLINTON,OH	NEWS HERALD	7	0		
X	46	LAKE COUNTY,OH	NEWS-HERALD	60	60		
X	46	LORAIN,OH	JOURNAL	38	38		
X	46	ELYRIA,OH	CHRONICLE-TELEGRAM	29	29		
X	46	DOVER,OH	TIMES-REPORTER	27	27		
X	46	ASHTABULA,OH	STAR-BEACON	23	23		
	47	MANSFIELD,OH	NEWS JOURNAL	46	0		
	47	SANDUSKY,OH	REGISTER	29	0		
	47	WOOSTER,OH	RECORD	24	0		
	47	TIFFIN,OH	ADVERTISER-TRIBUNE	11	0		
	48	YOUNGSTOWN,OH	VINDICATOR	98	0		
	48	WARREN,OH	TRIBUNE CHRONICLE	39	0		
	48	USBON,OH	JOURNAL	14	0		
	48	EAST LIVERPOOL,OH	REVIEW	9	0		
	48	SALEM,OH	NEWS	7	0		
X	49	DETROIT,MI	NEWS AND FREE PRESS	741	741		
X	49	LINCOLN PARK,MI	HERITAGE NEWSPAPERS	126	126		
X	49	MOUNT CLEMENS,MI	MACOMB DAILY	72	72		
X	49	LIVINGSTON,MI	HOMETOWN NEWSPAPERS	38	38		

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X	49	LAPEER,MI	COUNTY PRESS	36	36		
X	49	MONROE,MI	NEWS	27	27		
X	49	ROYAL OAK,MI	THE TRIBUNE	18	18		
	50	MARQUETTE,MI	MINING JOURNAL	18	0		
	50	MIDLAND,MI	DAILY NEWS	18	0		
	50	MT. PLEASANT/ALMA,MI	SUN	13	0		
	50	ALPENA,MI	THE NEWS	11	0		
	50	HOUGHTON,MI	MINING GAZETTE	11	0		
	50	ESCANABA,MI	PRESS	10	0		
	50	GRAND HAVEN,MI	TRIBUNE	10	0		
	50	IRON MOUNTAIN,MI	NEWS	10	0		
	50	PETOSKEY,MI	NEWS REVIEW	10	0		
	50	GREENVILLE,MI	NEWS	9	0		
	50	HURON,MI	DAILY TRIBUNE	8	0		
	51	RICHMOND,MI	INDEPENDENT NEWSPAPERS	212	0		
	51	LIVONIA,MI	OBSERVER & ECCENTRIC	150	0		
	51	PONTIAC,MI	MARKETPLACE NEWS	143	0		
	51	PONTIAC,MI	THE OAKLAND PRESS	86	0		
	51	ANN ARBOR,MI	NEWS	76	0		
	51	PORT HURON,MI	TIMES HERALD	46	0		
	51	DETROIT,MI	MICHIGAN CHRONICLE	40	0		
	51	ADRIAN,MI	TELEGRAM	17	0		
	51	GROSSE POINTE,MI	NEWS	16	0		
	51	WESTLAND,MI	ASSOCIATED NEWSPAPERS	15	0		
	52	FLINT,MI	JOURNAL	116	0		
	52	SAGINAW,MI	NEWS	64	0		
	52	BAY CITY,MI	TIMES	51	0		
	53	KALAMAZOO,MI	GAZETTE	80	0		
	53	BATTLE CREEK,MI	ENQUIRER	38	0		
X	54	LANSING,MI	STATE JOURNAL	102	102		
X	54	JACKSON,MI	CITIZEN PATRIOT	44	44		
X	54	HILLSDALE,MI	THE NEWS	7	7		
	55	MUSKEGON,MI	CHRONICLE	56	0		
	55	TRAVERSE CITY,MI	RECORD EAGLE	37	0		
	55	HOLLAND,MI	SENTINEL	20	0		
X	56	GRAND RAPIDS,MI	PRESS	208	208		
	57	FORT WAYNE,IN	JOURNAL-GAZETTE	134	0		
	58	SOUTH BEND,IN	TRIBUNE	115	0		
	58	ELKHART,IN	TRUTH	32	0		
	59	LAFAYETTE,IN	JOURNAL & COURIER	47	0		
	59	BLOOMINGTON-BEDFORD,IN	HERALD-TIMES	47	0		
	59	TERRE HAUTE,IN	TRIBUNE-STAR	40	0		
	59	MUNCIE,IN	STAR	40	0		
	59	ANDERSON,IN	HERALD-BULLETIN	29	0		
	59	RICHMOND,IN	PALLADIUM ITEM	26	0		
	59	KOKOMO,IN	TRIBUNE	24	0		
	59	COLUMBUS,IN	REPUBLIC	24	0		
	59	MARION,IN	CHRONICLE-TRIBUNE	22	0		
X	60	INDIANAPOLIS,IN	STAR	390	390		
X	60	NOBLESVILLE,IN	DAILY LEDGER	15	15		
	61	EVANSVILLE,IN	COURIER PRESS	102	0		
	61	OWENSBORO,KY	MESSENGER INQUIRER	33	0		
	61	ELIZABETH TOWN,KY	NEWS ENTERPRISE	21	0		
	61	VINCENNES,IN	SUN-COMMERCIAL	14	0		
	61	HENDERSON,KY	GLENER	14	0		
	62	LEXINGTON,KY	HERALD-LEADER	157	0		
	62	DANVILLE,KY	ADVOCATE	13	0		
X	63	LOUISVILLE,KY	COURIER-JOURNAL	314	314		
X	64	PITTSBURGH,PA	POST-GAZETTE	457	457		
X	64	GREENSBURG,PA	TRIBUNE-REVIEW	202	202	63/97	
X	64	BEAVER,PA	COUNTY TIMES	49	49		
X	64	NEW KENSINGTON,PA	VALLEY NEWS DISPATCH	32	32		
	65	WASHINGTON,PA	OBSERVER-REPORTER	41	0		
	65	BUTLER,PA	EAGLE	31	0		
	65	UNIONTOWN,PA	HERALD-STANDARD	31	0		
	65	MCKEESPORT,PA	NEWS	22	0		
	65	SHARON,PA	HERALD	21	0		
	66	JOHNSTOWN,PA	TRIBUNE-DEMOCRAT	51	0		
	66	ALTOONA,PA	MIRROR	39	0		
	66	STATE COLLEGE,PA	CENTRE TIMES	35	0		
	67	WHEELING,WV	NEWS-REGISTER	41	0		
	67	PARKERSBURG,WV	NEWS	35	0		
	67	MORGANTOWN,WV	DOMINION POST	25	0		
	67	BELMONT,OH	MARTIN'S FERRY TIMES & L	20	0		
	67	STUEBENVILLE,OH	HERALD STAR	17	0		
	67	MARIETTA,OH	TIMES	13	0		
	67	ELKINS,WV	INTER-MOUNTAIN	11	0		
	68	ROANOKE,VA	TIMES & WORLD-NEWS	97	0		
	68	LYNCHBURG,VA	NEWS & ADVANCE	43	0		
	68	CHARLOTTESVILLE,VA	PROGRESS	36	0		
	68	DANVILLE,VA	REGISTER & BEE	25	0		
	68	STAUNTON,VA	DAILY NEWS LEADER	23	0		
	69	CHARLESTON,WV	GAZETTE MAIL	101	0		
	69	HUNTINGTON,WV	HERALD-DISPATCH	43	0		
	69	BECKLEY,WV	REGISTER-HERALD	33	0		
	69	ASHLAND,KY	INDEPENDENT	24	0		
	69	BLUEFIELD,WV	TELEGRAPH	24	0		
			<b>Total for Region:</b>	<b>8,790</b>	<b>4,726</b>		
<b>SOUTHEAST REGION</b>							
X	70	RICHMOND,VA	TIMES-DISPATCH	244	244		
X	70	NORFOLK,VA	VIRGINIAN PILOT	232	232		
X	70	NEWPORT NEWS,VA	PRESS	125	125		
X	70	WILLIAMSBURG,VA	VIRGINIA GAZETTE	18	18		
X	70	PETERSBURG,VA	PROGRESS-INDEX	16	16		
	71	KNOXVILLE,TN	NEWS-SENTINEL	169	0		
	71	BRISTOL,VA	HERALD-COURIERVA-TENN	43	0		
	71	MORRISTOWN,TN	CITIZEN TRIBUNE	26	0		
	71	OAK RIDGE,TN	OAK RIDGER	10	0		
	71	LAFOLLETTE,TN	PRESS	9	0		
X	72	MEMPHIS,TN	COMMERCIAL APPEAL	253	253		
X	72	JACKSON,TN	SUN	46	46		
X	72	TUPELO,MS	NE MISSISSIPPI JRNL	36	36		
X	72	JONESBORO,AR	SUN	28	28		

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X	73	NASHVILLE,TN	TENNESSEAN	286	286		
X	73	CLARKSVILLE,TN	LEAF CHRONICLE	30	30		
X	73	BOWLING GREEN,KY	NEWS	29	29		
X	73	GALLITAN,TN	NEWS EXAMINER	11	11		
X	74	CHATTANOOGA,TN	NEWS-FREE PRESS	115	115		
X	75	BIRMINGHAM,AL	NEWS	225	225		
X	75	HUNTSVILLE,AL	TIMES	80	80		
X	75	DECATUR,AL	DAILY ADVERTISER	29	29		
X	76	MONTGOMERY,AL	EAGLE	74	74		
X	76	DOTHAN,AL	NEWS	40	40		
X	76	OPELIKA,AL	NEWS	15	15		
X	77	TUSCALOOSA,AL	NEWS DAILY	40	40		
X	77	FLORENCE,AL	TIMES	36	36		
X	77	GADSDEN,AL	TIMES	27	27		
X	78	CHARLOTTE,NC	OBSERVER	305	305		
X	79	ROCK HILL,SC	HERALD	39	0		
X	79	GASTONIA,NC	GAZETTE	35	0		
X	79	SALISBURY,NC	POST	27	0		
X	79	SHELBY,NC	STAR	14	0		
X	80	RALEIGH,NC	NEWS & OBSERVER	223	223		
X	80	DURHAM,NC	HERALD-SUN	56	56		
X	81	FAYETTEVILLE,NC	OBSERVER-TIMES	75	75		
X	81	NEW BERN,NC	SUN JOURNAL	17	17		
X	81	LUMBERTON,NC	ROBESONIAN	16	16		
X	81	KINSTON,NC	FREE PRESS	14	14		
X	82	WILMINGTON,NC	STAR-NEWS	63	0		
X	82	GREENVILLE,NC	REFLECTOR	25	0		
X	82	JACKSONVILLE,NC	DAILY NEWS	23	0		
X	82	ROCKY MOUNT,NC	TELEGRAM	18	0		
X	82	ELIZABETH CITY,NC	ADVANCE	11	0		
X	83	GREENSBORO,NC	NEWS & RECORD	120	120		
X	83	WINSTON-SALEM,NC	JOURNAL	105	105		
X	83	HIGH POINT,NC	ENTERPRISE	33	33		
X	83	BURLINGTON,NC	TIMES NEWS	30	30		
X	83	ASHEBORO,NC	COURIER TRIBUNE	18	18		
X	83	LEXINGTON,NC	DISPATCH	12	12		
X	84	ASHEVILLE,NC	CITIZEN-TIMES	72	0		
X	84	HICKORY,NC	RECORD	24	0		
X	84	HENDERSONVILLE,NC	TIMES-NEWS	21	0		
X	84	STATESVILLE,NC	RECORD & LANDMARK	18	0		
X	85	COLUMBIA,SC	STATE	166	166		
X	85	FLORENCE,SC	NEWS	37	37		
X	85	SUMTER,SC	THE ITEM	22	22		
X	86	CHARLESTON,SC	POST-COURIER	117	0		
X	86	MYRTLE BEACH,SC	SUN NEWS	59	0		
X	86	HILTON HEAD ISLAND,SC	ISLAND PACKET	21	0		
X	87	GREENVILLE,SC	NEWS-PIEDMONT	140	140		
X	87	SPARTANBURG,SC	HERALD-JOURNAL	64	64		
X	87	ANDERSON,SC	INDEPENDENT-MAIL	49	49		
X	88	ATLANTA,GA	JOURNAL-CONSTITUTION	712	712		
X	89	ATHENS,GA	BANNER-HERALD/NEWS	39	0		
X	89	GAINESVILLE,GA	TIMES	26	0		
X	89	ROME,GA	NEWS	21	0		
X	90	AUGUSTA,GA	CHRONICLE-HERALD	102	102		
X	90	SAVANNAH,GA	NEWS	78	78		
X	90	AIKEN,SC	STANDARD	16	16		
X	90	BEAUFORT,SC	GAZETTE	13	13		
X	91	MACON,GA	TELEGRAPH	91	0		
X	91	MILLEDGEVILLE,GA	UNION-RECORDER	9	0		
X	92	COLUMBUS,GA	LEDGER-ENQUIRER	64	0		
X	92	ALBANY,GA	HERALD	30	0		
X	92	VALDOSTA,GA	TIMES	21	0		
X	92	TIFTON,GA	GAZETTE	10	0		
X	92	THOMASVILLE,GA	TIMES ENTERPRISE	9	0		
X	92	AMERICUS,GA	TIMES RECORDER	8	0		
X	92	MOULTRIE,GA	OBSERVER	7	0		
X	92	CORDELE,GA	DISPATCH	6	0		
X	93	MOBILE,AL	REGISTER	126	126		
X	93	PASCAGOULA,MS	MISSISSIPPI PRESS	22	22		
X	93	BILOXI-GULFPORT,MS	SUN HERALD	60	60		
X	94	PENSACOLA,FL	NEWS JOURNAL	92	0		
X	94	TALLAHASSEE,FL	DEMOCRAT	71	0		
X	95	FORT WALTON BEACH,FL	NW FLORIDA NEWS	49	0		
X	95	PANAMA CITY,FL	NEWS-HERALD	36	0		
X	96	JACKSONVILLE,FL	TIMES-UNION	252	252		
X	96	GAINESVILLE,FL	SUN	60	60		
X	96	ST. AUGUSTINE,FL	RECORD	18	18		
X	97	ORLANDO,FL	SENTINEL	410	410		
X	97	ORLANDO,FL	EL SENTINEL (HISPANIC)	60	60		
X	97	LEESBURG,FL	COMMERCIAL	33	33		
X	98	DAYTONA BEACH,FL	NEWS-JOURNAL	130	0		
X	98	COCOA-MELBOURNE,FL	TODAY	117	0		
X	98	OCALA,FL	STAR-BANNER	56	0		
X	99	WEST PALM BEACH,FL	POST	252	0		
X	99	STUART,FL	NEWS	52	0		
X	99	VERO BEACH,FL	PRESS-JOURNAL	42	0		
X	99	FORT PIERCE,FL	TRIBUNE	34	0		
X	99	BOCA RATON,FL	NEWS	20	0		
X	100	ST. PETERSBURG,FL	TIMES	500	500		
X	100	TAMPA,FL	TRIBUNE	340	340		
X	100	LAKE LAND,FL	LEDGER	97	97		
X	100	CRYSTAL RIVER,FL	CITRUS COUNTY CHRONICLE	32	32		
X	100	WINTER HAVEN,FL	NEWS CHIEF	11	11		
X	100	BROOKSVILLE,FL	HERNANDO TODAY	8	8		
X	100	SEBRING,FL	HIGHLANDS TODAY	5	5		
X	101	SARASOTA,FL	HERALD-TRIBUNE	148	0		
X	101	BRADENTON,FL	HERALD	61	0		
X	102	FORT MYERS,FL	NEWS-PRESS	131	0		
X	102	NAPLES,FL	NEWS	80	0		
X	102	CHARLOTTE HARBOR,FL	SUN-HERALD	46	0		
X	103	FORT LAUDERDALE,FL	SUN-SENTINEL	433	433	105/117	
X	103	FORT LAUDERDALE,FL	COMMUNITY NEWSPAPERS	245	245		
X	104	MIAMI,FL	HERALD	444	444	153/171	

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X	104	MIAMI,FL	EL NUEVO HERALD	109	109		
			Total for Region:	10,325	7,723		
METRO CHICAGO REGION							
X	105	CHICAGO,IL	TRIBUNE	1124	1124	195/202	
	105	ARLINGTON HEIGHTS,IL	DAILY HERALD	150	0		
	105	ORLAND PARK,IL	SOUTHTOWN ECONOMIST	59	0		
	105	JOJET,IL	HERALD-NEWS	46	0		
	105	CRYSTAL LAKE,IL	NORTHWEST HERALD	37	0		
	105	AURORA,IL	BEACON-NEWS	34	0		
	105	WAUKEGAN,IL	NEWS-SUN	28	0		
	105	WHEATON,IL	SUN	23	0		
	105	NAPERVILLE,IL	SUN	21	0		
	105	ELGIN,IL	COURIER-NEWS	20	0		
	106	CHICAGO,IL	SUN TIMES	438	0		
	106	CHICAGO,IL	LOCAL VALUES	150	0		
	106	CHICAGO,IL	EXITO	160	0		
	107	HAMMOND,IN	TIMES	94	0		
	107	GARY,IN	POST-TRIBUNE	74	0		
	108	ROCKFORD,IL	REGISTER STAR	90	0		
	108	FREEPORT,IL	JOURNAL-STANDARD	15	0		
			Total for Region:	2,553	1,124		
WEST CENTRAL REGION							
X	109	MILWAUKEE,WI	JOURNAL	461	461		
X	109	RACINE,WI	JOURNAL TIMES	31	31		
X	109	KENOSHA,WI	NEWS	29	29		
X	109	JANESVILLE,WI	GAZETTE	28	28		
	110	MADISON,WI	STATE JOURNAL	154	0		
	111	GREEN BAY,WI	PRESS GAZETTE	92	0		
	111	APPLETON,WI	POST-CRESCENT	78	0		
	111	SHEBOYGAN,WI	PRESS	32	0		
	111	OSHKOSH,WI	NORTHWESTERN	29	0		
	111	FOND DU LAC,WI	REPORTER	23	0		
	111	MANITOWOC,WI	HERALD TIMES REPORTER	18	0		
	112	LA CROSSE,WI	TRIBUNE	41	0		
	112	EAU CLAIRE,WI	LEADER-TELEGRAM	40	0		
	112	WAUSAU,WI	HERALD	33	0		
	112	MARSHFIELD,WI	NEWS-HERALD	16	0		
	112	STEVENS POINT,WI	JOURNAL	14	0		
	112	WISCONSIN RAPIDS,WI	TRIBUNE	14	0		
	112	WINONA,MN	NEWS	13	0		
	112	CHIPPEWA FALLS,WI	HERALD TELEGRAM	7	0		
	112	VIROQUA,WI	VERNON COUNTY BROADCAST	6	0		
	113	DULUTH,MN	NEWS-TRIBUNE	73	0		
	113	ROCHESTER,MN	POST-BULLETIN	44	0		
	113	ST. CLOUD-LITTLE FALLS,MN	TIMES	42	0		
	113	BRAINERD,MN	DAILY DISPATCH	19	0		
	113	NEW ULM,MN	JOURNAL	10	0		
	113	FAIRMONT,MN	SENTINEL	8	0		
	113	MARSHALL,MN	INDEPENDENT	8	0		
X	114	MINNEAPOLIS,MN	STAR TRIBUNE	721	721	53/80	
X	115	ST. PAUL,MN	PIONEER PRESS	265	265	89/82	
X	116	DES MOINES,IA	REGISTER	282	282		
	117	CEDAR RAPIDS,IA	GAZETTE	83	0		
	117	DUBUQUE,IA	TELEGRAPH HERALD	36	0		
	117	IOWA CITY,IA	PRESS CITIZEN	18	0		
	118	DAVENPORT,IA	QUAD CITY TIMES	71	0		
	118	MOLINE/ROCK ISLAND,IL	DISPATCH/ARGUS	52	0		
	118	BURLINGTON,IA	HAWK EYE	24	0		
	118	KEWANEE,IL	STAR-COURIER	6	0		
	119	WATERLOO,IA	COURIER	52	0		
	119	MASON CITY,IA	GLOBE	23	0		
	119	FORT DODGE,IA	MESSENGER	20	0		
	119	CITIMWA,IA	COURIER	16	0		
	119	MUSCATINE,IA	JOURNAL	8	0		
	120	PEORIA,IL	JOURNAL-STAR	93	0		
	120	BLOOMINGTON-NORMAL,IL	PANTAGRAPH	54	0		
	120	KANKAKEE,IL	JOURNAL	33	0		
	120	GALESBURG,IL	REGISTER-MAIL	15	0		
	121	SPRINGFIELD,IL	STATE JOURNAL-REGISTER	67	0		
	121	CHAMPAIGN,IL	NEWS-GAZETTE	49	0		
	121	DECATUR,IL	HERALD & REVIEW	41	0		
	121	DANVILLE,IL	COMMERCIAL NEWS	19	0		
	121	JACKSONVILLE,IL	JOURNAL COURIER	14	0		
	122	SIoux FALLS,SD	ARGUS LEADER	77	0		
	122	SIoux CITY,IA	JOURNAL	43	0		
	122	RAPID CITY,SD	JOURNAL	33	0		
	122	ABERDEEN,SD	AMERICAN NEWS	19	0		
	122	YANKTON,SD	PRESS/DAKOTAN	10	0		
X	123	FARGO,ND	FORUM	68	68		
X	123	GRAND FORKS,ND	HERALD	37	37		
X	123	BISMARCK,ND	TRIBUNE	31	31		
X	123	MINOT,ND	NEWS	23	23		
X	124	OMAHA,NE	WORLD-HERALD	255	255		
X	124	LINCOLN,NE	JOURNAL & STAR	84	84		
X	124	GRAND ISLAND,NE	INDEPENDENT	26	26		
X	124	COLUMBUS,NE	TELEGRAM	10	10		
X	124	BEATRICE,NE	SUN	8	8		
X	124	YORK,NE	NEWS-TIMES	5	5		
X	125	DENVER,CO	POST/ROCKY MOUNTAIN NE	900	900		
	126	COLORADO SPRINGS,CO	GAZETTE	125	0		
	126	PUEBLO,CO	CHIEFTAIN	59	0		
	126	BOULDER,CO	CAMERA	43	0		
	126	FORT COLLINS,CO	COLORADOAN	38	0		
	126	GRAND JUNCTION,CO	SENTINEL	36	0		
	126	GREELEY,CO	TRIBUNE	27	0		
	126	LONGMONT,CO	TIMES-CALL	24	0		
	126	LOVELAND,CO	REPORTER-HERALD	19	0		
X	127	KANSAS CITY,MO	STAR	397	397		
X	127	LEE'S SUMMIT,MO	JOURNAL	26	26		
X	127	INDEPENDENCE/BLUE SPRING,MO	EXAMINER	15	15		
X	127	OLATHE,KS	DAILY NEWS	6	6		
	128	TOPEKA,KS	CAPITAL-JOURNAL	68	0		
	128	ST. JOSEPH,MO	NEWS-PRESS/GAZETTE	46	0		

PROGRAM DATE:		11/16/2003		CLIENT:		Oral B CA Power	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)	BDI/CDI ratio	
	128	LAWRENCE,KS	JOURNAL-WORLD	20	0		
X	129	ST. LOUIS,MO	POST-DISPATCH	514	514		
X	129	BELLEVILLE,IL	NEWS DEMOCRAT	67	67		
X	129	CARBONDALE,IL	SOUTHERN ILLINOISAN	37	37		
X	129	ALTON,IL	TELEGRAPH	30	30		
X	129	COLUMBIA,MO	TRIBUNE	26	26		
X	129	HANNIBAL,MO	DAILY NEWS/COURIER POS	8	8		
	130	SPRINGFIELD,MO	NEWS-LEADER	101	0		
	130	PITTSBURG,KS	MORNING SUN	10	0		
	131	WICHITA,KS	EAGLE	160	0		
	131	HUTCHINSON,KS	NEWS	42	0		
	131	SALINA,KS	JOURNAL	35	0		
	131	DODGE CITY,KS	GLOBE	10	0		
	131	NEWTON,KS	KANSAN	8	0		
	132	BILLINGS,MT	GAZETTE	53	0		
	132	GREAT FALLS,MT	TRIBUNE	42	0		
	132	MISSOULA,MT	MISSOULIAN	35	0		
	132	CASPER,WY	STAR-TRIBUNE	34	0		
	132	CHEYENNE,WY	TRIBUNE EAGLE	18	0		
	132	BUTTE,MT	MONTANA STANDARD	14	0		
	132	HELENA,MT	INDEPENDENT-RECORD	14	0		
	132	HAMILTON,MT	RAVALLI REPUBLIC	5	0		
			Total for Region:	7,266	4,390		
SOUTHWEST REGION							
	133	JACKSON,MS	CLARION LEDGER	120	0		
	133	HATTIESBURG,MS	AMERICAN	30	0		
	133	MERIDIAN,MS	STAR	21	0		
	133	COLUMBUS,MS	COMMERCIAL DISPATCH	15	0		
X	134	NEW ORLEANS,LA	TIMES-PICAYUNE	375	375		
	135	BATON ROUGE,LA	ADVOCATE	125	0		
	135	HOUMA,LA	COURIER & TERREBONNE P	21	0		
	135	THIBODAUX,LA	COMET	12	0		
	136	SHREVEPORT,LA	TIMES	93	0		
	136	LAFAYETTE,LA	ADVERTISER	59	0		
	136	MONROE,LA	NEWS-STAR	46	0		
	136	ALEXANDRIA,LA	TOWN TALK	46	0		
	136	LAKE CHARLES,LA	AMERICAN PRESS	43	0		
	136	OPELOUSAS,LA	WORLD	13	0		
X	137	DALLAS,TX	MORNING NEWS	865	865		
X	137	FORT WORTH,TX	STAR-TELEGRAM	349	349		
X	137	DENISON-SHERMAN,TX	HERALD DEMOCRAT	26	26		
	138	TYLER,TX	COURIER-TIMES-TELEGRAP	52	0		
	138	LONGVIEW,TX	NEWS-JOURNAL	40	0		
	138	TEXARKANA,TX	GAZETTE	37	0		
	138	LUFKIN,TX	NEWS	18	0		
	138	NACOGDOCHES,TX	SENTINEL	11	0		
	138	MARSHALL,TX	NEWS MESSENGER	10	0		
X	139	AUSTIN,TX	AMERICAN STATESMAN	260	260		
	140	WACO,TX	TRIBUNE-HERALD	53	0		
	140	BRYAN-COLLEGE STATION,TX	EAGLE	31	0		
	140	KILLEEN,TX	HERALD	23	0		
X	141	HOUSTON,TX	CHRONICLE	786	786		
	142	BEAUMONT,TX	ENTERPRISE	65	0		
	142	FREESPORT-CLUTE,TX	BRAZOSPORT FACTS	18	0		
X	143	CORPUS CHRISTI,TX	CALLER-TIMES	89	89		
	144	MCALLEN,TX	MONITOR	61	0		
	144	VICTORIA,TX	ADVOCATE	44	0		
	144	HARLINGEN,TX	VALLEY STAR	29	0		
	144	LAREDO,TX	TIMES	23	0		
	144	BROWNSVILLE,TX	HERALD	18	0		
	145	ABILENE,TX	REPORTER-NEWS	49	0		
	145	WICHITA FALLS,TX	TIMES RECORD NEWS	40	0		
	145	SAN ANGELO,TX	STANDARD-TIMES	33	0		
X	146	SAN ANTONIO,TX	EXPRESS NEWS	391	391		
X	147	AMARILLO,TX	NEWS-GLOBE	70	70		
X	147	LUBBOCK,TX	AVALANCHE-JOURNAL	67	67		
X	147	ODESSA,TX	AMERICAN	31	31		
X	147	MIDLAND,TX	REPORTER-TELEGRAM	24	24		
X	148	EL PASO,TX	TIMES	102	102		
	149	ALBUQUERQUE,NM	JOURNAL TRIBUNE	166	0		
	149	SANTA FE,NM	NEW MEXICAN	30	0		
	149	FARMINGTON,NM	TIMES	20	0		
X	150	OKLAHOMA CITY,OK	OKLAHOMAN	322	322		
X	150	ENID,OK	NEWS & EAGLE	22	22		
X	150	ARDMORE,OK	ARDMOREITE	13	13		
X	150	SHAWNEE,OK	NEWS STAR	12	12		
X	151	TULSA,OK	WORLD	220	220		
X	151	MUSKOGEE,OK	PHOENIX & TIMES-DEMOCR	22	22		
X	152	LITTLE ROCK,AR	ARKANSAS DEMOCRAT-GAZE	259	259		
X	152	FORT SMITH,AR	SW TIMES RECORD	46	46		
X	152	SPRINGDALE,AR	MORNING NEWS OF NW ARK	42	42		
X	152	NORTH PULASKI,AR	LEADER	22	22		
X	152	PINE BLUFF,AR	COMMERCIAL	20	20		
X	152	RUSSELVILLE,AR	COURIER	14	14		
X	152	CONWAY,AR	LOG CABIN DEMOCRAT	12	12		
X	152	MOUNTAIN HOME,AR	BAXTER BULLETIN	12	12		
X	152	BENTON,AR	COURIER	7	7		
X	152	BRYANT,AR	BANNER	6	6		
X	152	PARAGOULD,AR	DAILY PRESS	6	6		
X	152	SEARCY,AR	DAILY CITIZEN	6	6		
X	152	MALVERN,AR	DAILY RECORD	5	5		
			Total for Region:	6,818	4,503		
PACIFIC REGION							
X	153	HONOLULU,HI	ADVERTISER	189	189		
	154	ANCHORAGE,AK	NEWS	93	0		
	154	FAIRBANKS,AK	NEWS-MINER	22	0		
	154	JUNEAU,AK	EMPIRE	8	0		
	154	KENAI,AK	PENINSULA CLARION	7	0		
X	155	SEATTLE,WA	TIMES/POST-INTELLIGENC	535	535		
X	155	TACOMA,WA	NEWS TRIBUNE	147	147		
X	155	EVERETT,WA	HERALD	62	62		
	156	OLYMPIA,WA	OLYMPIAN	49	0		
	156	BREMERTON,WA	SUN	37	0		

PROGRAM DATE:		11/16/2003		CLIENT:		Oral B CA Power	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)	BDI/CDI ratio	
	156	BELLINGHAM,WA	HERALD	33	0		
	157	SPOKANE,WA	SPOKESMAN-REVIEW	133	0		
	157	PASCO,WA	TRI CITY HERALD	47	0		
	157	YAKIMA,WA	HERALD	43	0		
	157	WALLA WALLA,WA	BULLETIN	16	0		
X	158	PORTLAND,OR	OREGONIAN	454	454		
X	158	NEWPORT,OR	NEWS-TIMES	10	10		
X	158	LEBANON,OR	EXPRESS	4	4		
	159	EUGENE,OR	REGISTER-GUARD	82	0		
	159	SALEM,OR	STATESMAN-JOURNAL	69	0		
	159	VANCOUVER,WA	COLUMBIAN	66	0		
	159	MEDFORD,OR	MAIL TRIBUNE	37	0		
	159	ALBANY,OR	MID-VALLEY SUNDAY	31	0		
	159	BEND,OR	BULLETIN	31	0		
	159	LONGVIEW,WA	THE NEWS	23	0		
	159	GRESHAM,OR	OUTLOOK	12	0		
	159	SPRINGFIELD,OR	NEWS	11	0		
X	160	BOISE,ID	IDAHO STATESMAN	97	97		
X	160	LEWISTON,ID	TRIBUNE	28	28		
X	160	IDAHO FALLS,ID	POST-REGISTER	26	26		
X	160	TWIN FALLS,ID	TIMES-NEWS	23	23		
X	160	POCATELLO,ID	IDAHO STATE JOURNAL	18	18		
X	160	NAMPA,ID	IDAHO PRESS TRIBUNE	18	18		
X	161	SALT LAKE CITY,UT	TRIBUNE-DESERT NEWS	249	249		
X	161	OGDEN,UT	STANDARD-EXAMINER	66	66		
X	161	PROVO,UT	HERALD	36	36		
X	161	ST. GEORGE,UT	THE SPECTRUM	27	27		
X	161	LOGAN,UT	HERALD JOURNAL	15	15		
X	162	LAS VEGAS,NV	REVIEW JOURNAL & SUN	217	217		
X	162	RENO,NV	GAZETTE JOURNAL	93	93		
X	163	SAN FRANCISCO,CA	CHRONICLE	571	571	206/146	
X	163	SAN FRANCISCO,CA	EXAMINER	50	50		
	164	OAKLAND,CA	TRIBUNE	70	0		
	164	LIVERMORE,CA	TRI-VALLEY HERALD	44	0		
	164	HAYWARD,CA	REVIEW	41	0		
	164	SAN MATEO,CA	TIMES	39	0		
	164	FREMONT,CA	ARGUS	34	0		
X	165	WALNUT CREEK,CA	CONTRA COSTA TIMES	198	198		
X	165	VALLEJO,CA	TIMES HERALD	22	22	120/102	
X	165	VACAVILLE,CA	REPORTER	21	21		
	166	SANTA ROSA,CA	PREGS-DEMOCRAT	93	0		
	166	MARIN COUNTY,CA	INDEPENDENT JOURNAL	43	0		
	166	NAPA,CA	REGISTER	23	0		
	167	REDDING,CA	RECORD SEARCHLIGHT	42	0		
	167	CHICO,CA	ENTERPRISE-RECORD	33	0		
	167	EUREKA,CA	TIMES STANDARD	21	0		
	168	SAN JOSE,CA	MERCURY NEWS	305	0		
	168	MONTEREY,CA	HERALD	38	0		
	168	SANTA CRUZ,CA	SENTINEL	31	0		
	168	SALINAS,CA	CALIFORNIAN	23	0		
	168	WATSONVILLE,CA	REGISTER-PAJARONIAN	8	0		
X	169	SACRAMENTO,CA	BEE	389	389		
X	169	MODESTO,CA	BEE	101	101		
X	169	STOCKTON,CA	RECORD	78	78		
X	169	MARYSVILLE-YUBA,CA	APPEAL-DEMOCRAT	23	23		
	170	FRESNO,CA	BEE	201	0		
	170	VISALIA/TULARE,CA	TIMES DELTA/ADVANCE RE	35	0		
	171	BAKERSFIELD,CA	CALIFORNIAN	81	0		
	171	SAN LUIS OBISPO,CA	TELEGRAM-TRIBUNE	46	0		
	171	SANTA MARIA,CA	TIMES	20	0		
	171	PORTERVILLE,CA	RECORDER	10	0		
	171	LOMPOC,CA	RECORD	8	0		
X	172	PHOENIX,AZ	REPUBLIC	631	631		
X	173	MESA,AZ	MESA TRIBUNE	103	103		
X	173	YUMA,AZ	SUN	26	26		
X	173	SUN CITY,AZ	DAILY NEWS-SUN	22	22		
X	173	FLAGSTAFF,AZ	ARIZONA DAILY SUN	13	13		
X	174	TUCSON,AZ	STAR	185	185		
			Total for Region:	6,886	4,747		
		METRO LOS ANGELES REGION					
X	175	LOS ANGELES,CA	TIMES	1500	1500	89/114	
	176	LOS ANGELES,CA	TIMES WEEKEND DIRECT	1500	0		
X	177	SANTA ANA,CA	ORANGE COUNTY REGISTER	371	371	75/101	
X	178	SAN FERNANDO VALLEY,CA	LOS ANGELES DAILY NEWS	219	219		
X	178	LOS ANGELES,CA	LA OPINION	129	129		
X	178	LONG BEACH,CA	PRESS-TELEGRAM	126	126	96/122	
X	178	SAN GABRIEL/WHITTIER,CA	VALLEY TRIBUNE/NEWS	76	76		
X	178	TORRANCE,CA	THE DAILY BREEZE	71	71		
X	178	PASADENA,CA	STAR-NEWS	44	44		
X	179	RIVERSIDE,CA	PRESS-ENTERPRISE	198	198		
X	179	SAN BERNARDINO,CA	SUN	89	89		
X	179	ONTARIO,CA	INLAND VALLEY BULLETIN	84	84		
X	179	PALM SPRINGS,CA	DESERT SUN	62	62	43/77	
X	179	LANCASTER-PALMDALE,CA	ANTELOPE VALLEY PRESS	39	39		
X	179	VICTORVILLE,CA	PRESS	36	36		
X	179	REDLANDS,CA	FACTS	8	8		
X	179	BARSTOW,CA	DESERT DISPATCH	4	4		
	180	VENTURA,CA	COUNTY STAR	108	0		
X	181	SAN DIEGO,CA	UNION-TRIBUNE	471	471		
X	181	ESCONDIDO,CA	NORTH COUNTY TIMES	96	96		
	182	SMARTSOURCE.COM,00	SMARTSOURCE.COM	0	0		
			Total for Region:	5,231	3,623		
			Total for list:	64,104	41,421		
FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)	BDI/CDI ratio		

MANUFACTURER COUPON - EXPIRES 01/07/2004

Save \$3.00

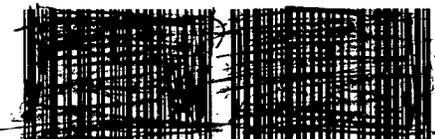
On your next purchase of any one (1) Oral-B® AdvancePower 900 Rechargeable Power Toothbrush

CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Coupon not transferable. Consumer must pay any sales tax. LIMIT ONE COUPON PER PURCHASE.

DEALER: Your redemption signifies compliance with Gillette coupon redemption policy dated 7/1/04. Copy available on request by writing to: GILLETTE, CMS, DEPT 47400, ONE FAWCETT DRIVE, DEL RIO, TX 78840. To receive the face value plus 8¢ handling fee, send properly redeemed coupons to the same address. Cash value 1/20¢ © 2003 The Gillette Company



16120



5 169055 4118 7 (8100) 0 16120

OFFICIAL REBATE CERTIFICATE - EXPIRES 01/07/2004

Save \$10.00

By mail on your next purchase of any one (1) Oral-B® ProfessionalCare 7000 Series Toothbrush

TO RECEIVE YOUR CASH REBATE:

BUY: One (1) Oral-B® ProfessionalCare 7000 Series Toothbrush

- MAIL: This original completed certificate
- The original proof-of-purchase (PPC Symbol) from the Oral-B ProfessionalCare 7000 package.
- Your original dated sales receipt with the product, purchase price and store name circled.

MAIL TO: Oral-B ProfessionalCare 7000 Series \$10 Rebate PO Box 5350 Young America, MN 55558-5350



Name \_\_\_\_\_ (Print)

Address \_\_\_\_\_ (Return not deliverable to P O Box)

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ (Required)

Email (optional) \_\_\_\_\_

Yes, I would like to receive information and special offers from Oral-B and other Gillette Companies.

OFFER CONDITIONS: All rebate requests must be postmarked by January 8, 2004 and received by January 22, 2004. Offer valid only on purchases made between 1/24/03 and 1/7/04. A completed original official mail-in rebate certificate, original proof of purchase (PPC Symbol) and original cash register receipt from the purchase of an Oral-B ProfessionalCare 7000 Series toothbrush must accompany each request. No cashes will be accepted. Limit one rebate per household. Offer cannot be combined with any other rebate or offer. No requests from groups, clubs or organizations will be honored. Offer good only in those states in the USA and APO/FPO addresses where it is not prohibited, taxed or restricted by law. PLEASE ALLOW 6-8 WEEKS FOR DELIVERY. No responsibility is assumed for late, damaged, illegible, misdirected or incomplete requests. Suspected fraudulent claims will not be honored and will be directed to the U.S. Post Office for investigation. Cash value 1/20¢. Request for additional certificates will not be acknowledged. Check void if not cashed within six (6) months of date of issue. Visit our website at: www.gillette.com/rebates/status to check the status of your rebate. ©2003 The Gillette Company.

MANUFACTURER COUPON - EXPIRES 01/07/2004

Save \$2.00

On your next purchase of any one (1) Oral-B® AdvancePower 400 Battery Toothbrush

CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Coupon not transferable. Consumer must pay any sales tax. LIMIT ONE COUPON PER PURCHASE.

DEALER: Your redemption signifies compliance with Gillette coupon redemption policy dated 7/1/04. Copy available on request by writing to: GILLETTE, CMS, DEPT 47400, ONE FAWCETT DRIVE, DEL RIO, TX 78840. To receive the face value plus 8¢ handling fee, send properly redeemed coupons to the same address. Cash value 1/20¢ © 2003 The Gillette Company



16121



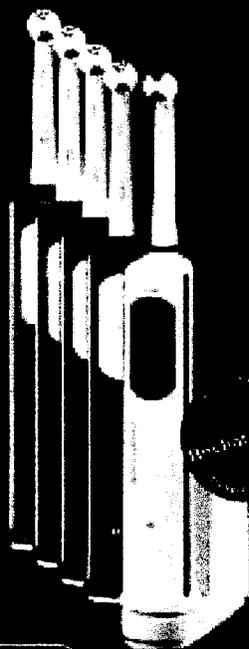
5 169055 4118 2 (8100) 0 16121



A Perfect Gift for a Perfect Smile

EXHIBIT  
10  
175 04 OK  
PENNSA 800-631-6989

Gillette Canada Co. v. Robin Research Labs  
Opposition No. 124,984  
Opposer's (Gillette Canada Co.'s) Exhibit 10



Oral-B  
AdvancePower  
900

- Cleaner, whiter teeth\*
- Healthier gums



Oral-B  
ProfessionalCare  
7000 Series

- Ultimate Plaque Removal
- Helps prevent and reverse gum disease
- Naturally whitens teeth\*

Happy Holidays  
From Your Dentist

Independently  
Best Cleaning  
Technology  
Confirmed



Oral-B  
AdvancePower  
400

- Cleans and polishes for healthy, beautiful teeth

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NEWS AMERICA MARKETING - MARKET LIST & VERSION INFORMATION					
MARKET LIST EFFECTIVE 8/17/03					
PROGRAM DATE:		11/23/2003		CLIENT: Oral B/Braun	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)
<b>NEW ENGLAND REGION</b>					
	1	PORTLAND,ME	TELEGRAM	116	0
	1	BANGOR,ME	NEWS	80	0
	1	LEWISTON,ME	SUN JOURNAL	26	0
	1	WATERVILLE,ME	SENTINEL	20	0
	1	AUGUSTA,ME	KENNEBEC JOURNAL	14	0
X	2	BOSTON,MA	GLOBE	735	735
	2	BOSTON,MA	HERALD	179	0
X	3	WORCESTER,MA	TELEGRAM	131	131
	4	SPRINGFIELD,MA	REPUBLICAN	124	0
X	5	ESSEX COUNTY,MA	COMMUNITY NEWSPAPERS	117	117
X	5	QUINCY,MA	PATRIOT LEDGER	85	85
X	5	LAWRENCE,MA	EAGLE-TRIBUNE	62	62
X	5	LOWELL,MA	SUN	54	54
X	5	BROCKTON,MA	ENTERPRISE	50	50
X	5	FRAMINGHAM,MA	METROWEST DAILY NEWS	49	49
	6	HYANNIS,MA	CAPE COD TIMES	56	0
	6	EASTON,MA	JOURNAL	4	0
	6	MANSFIELD,MA	NEWS	4	0
	6	NORTON,MA	MIRROR	2	0
	6	ABINGTON/ROCKLAND,MA	MARINER	5	0
	6	HANOVER,MA	MARINER	3	0
	6	HINGHAM,MA	JOURNAL	6	0
	6	MARSHFIELD,MA	MARINER	5	0
	6	NORWELL,MA	MARINER	2	0
	6	PEMBROKE,MA	MARINER	2	0
	6	SCITUATE,MA	MARINER	5	0
	6	KINGSTON,MA	MARINER	3	0
	6	FALL RIVER,MA	HERALD NEWS	26	0
	6	ATTLEBORO,MA	SUN-CHRONICLE	23	0
	6	TAUNTON,MA	GAZETTE	12	0
X	7	PROVIDENCE,RI	JOURNAL	244	244
X	7	WOONSOCKET,RI	CALL	20	20
X	7	PAWTUCKET,RI	TIMES	14	14
X	7	WEST WARWICK,RI	KENT COUNTY TIMES	4	4
	8	MANCHESTER,NH	NEW HAMPSHIRE NEWS	91	0
	8	NASHUA,NH	TELEGRAPH	35	0
	8	DOVER,NH	FOSTER'S DEMOCRAT	32	0
	8	CONCORD,NH	MONITOR	25	0
	8	KEENE,NH	SENTINEL	14	0
	9	BURLINGTON,VT	FREE PRESS	64	0
	9	PLATTSBURGH,NY	PRESS-REPUBLICAN	23	0
	9	RUTLAND,VT	HERALD	22	0
	9	BARRE-MONTPELIER,VT	TIMES-ARGUS	14	0
	9	BRATTLEBORO,VT	REFORMER	12	0
	9	BENNINGTON,VT	BANNER	8	0
X	10	HARTFORD,CT	COURANT	316	316
X	10	MANCHESTER,CT	JOURNAL INQUIRER	44	44
X	10	NEW BRITAIN,CT	HERALD	35	35
X	10	MERIDEN,CT	RECORD-JOURNAL	26	26
X	10	TORRINGTON,CT	REGISTER CITIZEN	10	10
X	11	NEW HAVEN,CT	REGISTER	112	112
X	11	WATERBURY,CT	REPUBLICAN	72	72
X	11	NEW LONDON,CT	DAY	56	56
X	11	NORWICH,CT	BULLETIN	36	36
X	12	BRIDGEPORT,CT	CONNECTICUT POST	89	89
X	12	STAMFORD/GREENWICH,CT	ADVOCATE/TIME	46	46
X	12	DANBURY,CT	NEWS-TIMES	38	38
X	12	NORWALK,CT	HOUR	14	14
		<b>Total for Region:</b>		<b>3,526</b>	<b>2,453</b>
<b>NEW YORK METRO REGION</b>					
X	13	NEW YORK,NY	DAILY NEWS	1000	1000
	13	NEW YORK,NY	POST	450	0
	13	NEW YORK,NY	HOY	91	0
	14	NEW YORK,NY	TIMES	970	0
X	15	LONG ISLAND,NY	NEWSDAY PLUS	1300	1300
X	15	LONG ISLAND,NY	NEWSDAY	736	736
X	16	BERGEN,NJ	RECORD NOW	254	254
X	16	BERGEN/PASSAIC-CLIFTON,NJ	RECORD HERALD-NEWS	248	248
X	16	WESTCHESTER/ROCKLAND,NY	WEST./ROCK. NY-PLUS	215	215
X	16	WESTCHESTER COUNTY,NY	JOURNAL-NEWS	203	203
	17	STATEN ISLAND,NY	ADVANCE	85	0
X	18	MIDDLETOWN,NY	RECORD	102	102
X	18	KINGSTON,NY	FREEMAN	33	33
X	19	NEWARK,NJ	STAR-LEDGER	713	713
X	20	EAST BRUNSWICK,NJ	HOME NEWS AND TRIBUNE	80	80
X	20	MORRISTOWN,NJ	RECORD	55	55
X	20	BRIDGEWATER,NJ	COURIER NEWS	49	49
X	20	JERSEY CITY,NJ	JOURNAL	35	35
X	20	NEWTON,NJ	NEW JERSEY HERALD	23	23
X	21	ASSBURY PARK,NJ	PRESS	244	244
		<b>Total for Region:</b>		<b>6,886</b>	<b>5,398</b>
<b>MIDDLE ATLANTIC REGION</b>					
X	22	ALBANY,NY	TIMES UNION	157	157
X	22	SCHENECTADY,NY	GAZETTE	59	59
X	22	POUGHKEEPSIE,NY	JOURNAL	57	57
X	22	PITTSFIELD,MA	BERKSHIRE EAGLE	38	38
X	22	GLENS FALLS,NY	POST STAR	35	35
X	22	TROY,NY	RECORD	22	22
X	22	SARATOGA SPRINGS,NY	SARATOGIAN	14	14
X	22	NORTH ADAMS,MA	TRANSCRIPT	8	8
X	23	BUFFALO,NY	NEWS	351	351
X	23	JAMESTOWN/DUNKIRK,NY	POST JOURNAL	31	31
	24	ERIE,PA	TIMES-NEWS	94	0
	25	BINGHAMTON,NY	PRESS & SUN-BULLETIN	75	0
	25	UTICA,NY	OBSERVER-DISPATCH	61	0
	25	ELMIRA,NY	STAR-GAZETTE	46	0
	25	ITHACA,NY	JOURNAL	24	0
	25	ONEONTA,NY	DAILY STAR	22	0
X	26	ROCHESTER,NY	DEMOCRAT & CHRONICLE	257	257

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PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
X	27	SYRACUSE,NY	POST-STANDARD	194	194		
X	27	WATERTOWN,NY	TIMES	39	39		
X	27	AUBURN,NY	CITIZEN	15	15		
X	27	ONEIDA,NY	DISPATCH	8	8		
X	28	PHILADELPHIA,PA	INQUIRER	815	815		
X	28	LEVITTOWN,PA	BUCKS COUNTY COURIER T	77	77		
X	28	DOYLESTOWN,PA	INTELLIGENCER	55	55		
X	28	WILLINGSBORO,NJ	BURLINGTON COUNTY TIME	47	47		
X	28	LANSDALE,PA	REPORTER	19	19		
	29	CANDEN,NJ	COURIER POST	107	0		
	29	CHESTER,PA	DELAWARE COUNTY TIMES	49	0		
	29	WEST CHESTER,PA	LOCAL NEWS	32	0		
	29	POTTSTOWN,PA	MERCURY	27	0		
	29	WOODBURY,NJ	GLOUCESTER COUNTY TIME	27	0		
	29	NORRISTOWN,PA	TIMES HERALD	17	0		
	29	SALEM,NJ	TODAY'S SUNBEAM	10	0		
	29	PHOENIXVILLE,PA	PHOENIX	5	0		
	30	TRENTON,NJ	TIMES	72	0		
	30	TRENTON,NJ	TRENTONIAN	54	0		
	31	ATLANTIC CITY,NJ	PRESS	98	0		
	31	VINELAND,NJ	JOURNAL	18	0		
	31	BRIDGETON,NJ	NEWS	9	0		
	32	WILMINGTON,DE	NEWS JOURNAL	181	0		
	32	DOVER,DE	DELAWARE STATE NEWS	32	0		
	33	FREDERICKSBURG,VA	FREE LANCE STAR	56	0		
	33	FREDERICK,MD	NEWS & POST	46	0		
	33	HAGERSTOWN,MD	HERALD-MAIL	46	0		
	33	SALISBURY,MD	TIMES	36	0		
	33	CUMBERLAND,MD	TIMES-NEWS	33	0		
	33	MARTINSBURG,WV	JOURNAL	21	0		
X	34	HARRISBURG,PA	PATRIOT-NEWS	155	155		
X	34	YORK,PA	NEWS	94	94		
X	34	SUNBURY,PA	ITEM	31	31		
X	34	CHAMBERSBURG,PA	PUBLIC OPINION	23	23		
X	34	HANOVER,PA	SUN	22	22		
X	34	BLOOMSBURG,PA	PRESS ENTERPRISE	21	21		
X	34	CARLISLE,PA	SENTINEL	15	15		
X	34	LEWISTOWN,PA	SENTINEL	13	13		
	35	LANCASTER,PA	NEWS	111	0		
	35	READING,PA	EAGLE	99	0		
	35	POTTSVILLE,PA	REPUBLICAN/EVENING HER	34	0		
	35	LEBANON,PA	NEWS	22	0		
	36	ALLENTOWN,PA	MORNING CALL	182	0		
	36	EASTON,PA	EXPRESS TIMES	53	0		
	36	STROUDSBURG,PA	POCONO RECORD	28	0		
	37	SCRANTON,PA	TIMES	75	0		
	37	TOWANDA,PA	REVIEW	10	0		
	37	WILKES-BARRE,PA	TIMES LEADER	63	0		
	37	WILLIAMSPORT,PA	SUN-GAZETTE	33	0		
	37	WILKES-BARRE,PA	CITIZENS VOICE	32	0		
	37	HAZLETON,PA	STANDARD SPEAKER	25	0		
	37	SHAMOKIN-MT CARMEL,PA	NEWS ITEM	11	0		
X	38	BALTIMORE,MD	SUN	508	508		
X	38	ANNAPOLIS,MD	CAPITAL	51	51		
X	38	COLUMBIA,MD	FLIER	39	39		
X	38	TOWSON,MD	TIMES	37	37		
X	38	GLEN BURNIE,MD	GAZETTE	35	35		
X	38	LAUREL,MD	LEADER	30	30		
X	38	WESTMINSTER,MD	CARROLL COUNTY TIMES	27	27		
X	38	HOWARD COUNTY,MD	TIMES	23	23		
X	38	BALTIMORE,MD	MESSENGER	7	7		
X	39	WASHINGTON,DC	POST	1138	1138		
			Total for Region:	6,623	4,567		
EAST CENTRAL REGION							
	40	AKRON,OH	BEACON JOURNAL	203	0		
	40	CANTON,OH	REPOSITORY	86	0		
	40	MASSILLON,OH	INDEPENDENT	13	0		
X	41	CINCINNATI,OH	ENQUIRER	342	342		
X	41	HAMILTON,OH	JOURNAL-NEWS	25	25		
X	41	MIDDLETOWN,OH	JOURNAL	24	24		
X	42	CLEVELAND,OH	PLAIN DEALER	515	515		
X	43	COLUMBUS,OH	DISPATCH	393	393		
X	43	ZANESVILLE,OH	TIMES RECORDER	23	23		
X	43	NEWARK,OH	ADVOCATE	24	24		
X	43	CHILlicothe,OH	GAZETTE	18	18		
X	43	MARION,OH	STAR	18	18		
X	43	LANCASTER,OH	EAGLE GAZETTE	17	17		
X	43	COSHOCOTON,OH	TRIBUNE	9	9		
X	43	BUCYRUS,OH	TELEGRAPH FORUM	8	8		
	44	DAYTON,OH	NEWS	214	0		
	44	SPRINGFIELD,OH	NEWS-SUN	41	0		
	45	TOLEDO,OH	BLADE	209	0		
	45	UMA,OH	NEWS	46	0		
	45	FREMONT,OH	NEWS MESSENGER	15	0		
	45	PORT CLINTON,OH	NEWS HERALD	7	0		
	46	LAKE COUNTY,OH	NEWS-HERALD	60	0		
	46	LORAIN,OH	JOURNAL	38	0		
	46	ELYRIA,OH	CHRONICLE-TELEGRAM	29	0		
	46	DOVER,OH	TIMES-REPORTER	27	0		
	46	ASHTABULA,OH	STAR-BEACON	23	0		
	47	MANSFIELD,OH	NEWS JOURNAL	46	0		
	47	SANDUSKY,OH	REGISTER	29	0		
	47	WOOSTER,OH	RECORD	24	0		
	47	TIFFIN,OH	ADVERTISER-TRIBUNE	11	0		
	48	YOUNGSTOWN,OH	VINDICATOR	98	0		
	48	WARREN,OH	TRIBUNE CHRONICLE	39	0		
	48	USBOH,OH	JOURNAL	14	0		
	48	EAST LIVERPOOL,OH	REVIEW	9	0		
	48	SALEM,OH	NEWS	7	0		
X	49	DETROIT,MI	NEWS AND FREE PRESS	741	741		
X	49	LINCOLN PARK,MI	HERITAGE NEWSPAPERS	126	126		
X	49	MOUNT CLEMENS,MI	MACOMB DAILY	72	72		
X	49	LIVINGSTON,MI	HOMETOWN NEWSPAPERS	38	38		

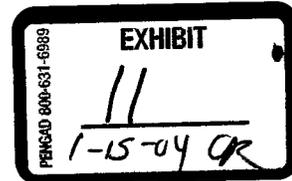
PROGRAM DATE:		11/23/2003		CLIENT:		Oral B/Braun	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
X	49	LAPEER,MI	COUNTY PRESS	36	36		
X	49	MONROE,MI	NEWS	27	27		
X	49	ROYAL OAK,MI	THE TRIBUNE	18	18		
	50	MARQUETTE,MI	MINING JOURNAL	18	0		
	50	MIDLAND,MI	DAILY NEWS	18	0		
	50	MT. PLEASANT/ALMA,MI	SUN	13	0		
	50	ALPENA,MI	THE NEWS	11	0		
	50	HOUGHTON,MI	MINING GAZETTE	11	0		
	50	ESCANABA,MI	PRESS	10	0		
	50	GRAND HAVEN,MI	TRIBUNE	10	0		
	50	IRON MOUNTAIN,MI	NEWS	10	0		
	50	PETOSKEY,MI	NEWS REVIEW	10	0		
	50	GREENVILLE,MI	NEWS	9	0		
	50	HURON,MI	DAILY TRIBUNE	8	0		
X	51	RICHMOND,MI	INDEPENDENT NEWSPAPERS	212	212		
X	51	LIVONIA,MI	OBSERVER & ECCENTRIC	150	150		
X	51	PONTIAC,MI	MARKETPLACE NEWS	143	143		
X	51	PONTIAC,MI	THE OAKLAND PRESS	86	86		
X	51	ANN ARBOR,MI	NEWS	76	76		
X	51	PORT HURON,MI	TIMES HERALD	46	46		
X	51	DETROIT,MI	MICHIGAN CHRONICLE	40	40		
X	51	ADRIAN,MI	TELEGRAM	17	17		
X	51	GROSSE POINTE,MI	NEWS	16	16		
X	51	WESTLAND,MI	ASSOCIATED NEWSPAPERS	15	15		
	52	FLINT,MI	JOURNAL	116	0		
	52	SAGINAW,MI	NEWS	64	0		
	52	BAY CITY,MI	TIMES	51	0		
	53	KALAMAZOO,MI	GAZETTE	80	0		
	53	BATTLE CREEK,MI	ENQUIRER	39	0		
	54	LANSING,MI	STATE JOURNAL	102	0		
	54	JACKSON,MI	CITIZEN PATRIOT	44	0		
	54	HILLSDALE,MI	THE NEWS	7	0		
	55	MUSKEGON,MI	CHRONICLE	56	0		
	55	TRAVERSE CITY,MI	RECORD EAGLE	37	0		
	55	HOLLAND,MI	SENTINEL	20	0		
X	56	GRAND RAPIDS,MI	PRESS	208	208		
	57	FORT WAYNE,IN	JOURNAL-GAZETTE	134	0		
X	58	SOUTH BEND,IN	TRIBUNE	115	115		
X	58	ELKHART,IN	TRUTH	32	32		
	59	LAFAYETTE,IN	JOURNAL & COURIER	47	0		
	59	BLOOMINGTON-BEDFORD,IN	HERALD-TIMES	47	0		
	59	TERRE HAUTE,IN	TRIBUNE-STAR	40	0		
	59	MUNCIE,IN	STAR	40	0		
	59	ANDERSON,IN	HERALD-BULLETIN	29	0		
	59	RICHMOND,IN	PALLADIUM ITEM	26	0		
	59	KOKOMO,IN	TRIBUNE	24	0		
	59	COLUMBUS,IN	REPUBLIC	24	0		
	59	MARION,IN	CHRONICLE-TRIBUNE	22	0		
X	60	INDIANAPOLIS,IN	STAR	390	390		
X	60	NOBLESVILLE,IN	DAILY LEDGER	15	15		
	61	EVANSVILLE,IN	COURIER PRESS	102	0		
	61	OWENSBORO,KY	MESSENGER INQUIRER	33	0		
	61	ELIZABETHTOWN,KY	NEWS ENTERPRISE	21	0		
	61	VINCENNES,IN	SUN-COMMERCIAL	14	0		
	61	HENDERSON,KY	GLENER	14	0		
	62	LEXINGTON,KY	HERALD-LEADER	157	0		
	62	DANVILLE,KY	ADVOCATE	13	0		
X	63	LOUISVILLE,KY	COURIER-JOURNAL	314	314		
X	64	PITTSBURGH,PA	POST-GAZETTE	457	457		
X	64	GREENSBURG,PA	TRIBUNE-REVIEW	202	202		
X	64	BEAVER,PA	COUNTY TIMES	49	49		
X	64	NEW KENSINGTON,PA	VALLEY NEWS DISPATCH	32	32		
	65	WASHINGTON,PA	OBSERVER-REPORTER	41	0		
	65	BUTLER,PA	EAGLE	31	0		
	65	UNIONTOWN,PA	HERALD-STANDARD	31	0		
	65	MCKEESPORT,PA	NEWS	22	0		
	65	SHARON,PA	HERALD	21	0		
	66	JOHNSTOWN,PA	TRIBUNE-DEMOCRAT	51	0		
	66	ALTOONA,PA	MIRROR	39	0		
	66	STATE COLLEGE,PA	CENTRE TIMES	35	0		
	67	WHEELING,WV	NEWS-REGISTER	41	0		
	67	PARKERSBURG,WV	NEWS	35	0		
	67	MORGANTOWN,WV	DOMINION POST	26	0		
	67	BELMONT,OH	MARTIN'S FERRY TIMES L	20	0		
	67	STEUBENVILLE,OH	HERALD STAR	17	0		
	67	MARIETTA,OH	TIMES	13	0		
	67	ELKINS,WV	INTER-MOUNTAIN	11	0		
X	68	ROANOKE,VA	TIMES & WORLD-NEWS	97	97		
X	68	LYNCHBURG,VA	NEWS & ADVANCE	43	43		
X	68	CHARLOTTESVILLE,VA	PROGRESS	36	36		
X	68	DANVILLE,VA	REGISTER & BEE	25	25		
X	68	STAUNTON,VA	DAILY NEWS LEADER	23	23		
X	69	CHARLESTON,WV	GAZETTE MAIL	101	101		
X	69	HUNTINGTON,WV	HERALD-DISPATCH	43	43		
X	69	BECKLEY,WV	REGISTER-HERALD	33	33		
X	69	ASHLAND,KY	INDEPENDENT	24	24		
X	69	BLUEFIELD,WV	TELEGRAPH	24	24		
			Total for Region:	8,790	5,538		
SOUTHEAST REGION							
X	70	RICHMOND,VA	TIMES-DISPATCH	244	244		
	70	NORFOLK,VA	VIRGINIAN PILOT	232	0		
	70	NEWPORT NEWS,VA	PRESS	125	0		
	70	WILLIAMSBURG,VA	VIRGINIA GAZETTE	18	0		
	70	PETERSBURG,VA	PROGRESS-INDEX	16	0		
X	71	KNOXVILLE,TN	NEWS-SENTINEL	169	169		
X	71	BRISTOL,VA	HERALD-COURIERVA-TENN	43	43		
X	71	MORRISTOWN,TN	CITIZEN TRIBUNE	26	26		
X	71	OAK RIDGE,TN	OAK RIDGER	10	10		
X	71	LAFOLLETTE,TN	PRESS	9	9		
X	72	MEMPHIS,TN	COMMERCIAL APPEAL	253	253		
X	72	JACKSON,TN	SUN	46	46		
X	72	TUPELO,MS	NE MISSISSIPPI JRNL	36	36		
X	72	JONESBORO,AR	SUN	28	28		

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PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
X	73	NASHVILLE,TN	TENNESSEAN	286	286		
X	73	CLARKSVILLE,TN	LEAF CHRONICLE	30	30		
X	73	BOWLING GREEN,KY	NEWS	29	29		
X	73	GALLITAN,TN	NEWS EXAMINER	11	11		
X	74	CHATTANOOGA,TN	NEWS-FREE PRESS	115	115		
X	75	BIRMINGHAM,AL	NEWS	225	225		
X	75	HUNTSVILLE,AL	TIMES	80	80		
X	75	DECATUR,AL	DAILY	29	29		
	76	MONTGOMERY,AL	ADVERTISER	74	0		
	76	DOTHAN,AL	EAGLE	40	0		
	76	OPELIKA,AL	NEWS	15	0		
	77	TUSCALOOSA,AL	NEWS	40	0		
	77	FLORENCE,AL	TIMES DAILY	36	0		
	77	GADSDEN,AL	TIMES	27	0		
X	78	CHARLOTTE,NC	OBSERVER	305	305		
	79	ROCK HILL,SC	HERALD	39	0		
	79	GASTONIA,NC	GAZETTE	35	0		
	79	SALISBURY,NC	POST	27	0		
	79	SHELBY,NC	STAR	14	0		
X	80	RALEIGH,NC	NEWS & OBSERVER	223	223		
X	80	DURHAM,NC	HERALD-SUN	56	56		
	81	FAYETTEVILLE,NC	OBSERVER-TIMES	75	0		
	81	NEW BERN,NC	SUN JOURNAL	17	0		
	81	LUMBERTON,NC	ROBESONIAN	16	0		
	81	KINSTON,NC	FREE PRESS	14	0		
	82	WILMINGTON,NC	STAR-NEWS	63	0		
	82	GREENVILLE,NC	REFLECTOR	25	0		
	82	JACKSONVILLE,NC	DAILY NEWS	23	0		
	82	ROCKY MOUNT,NC	TELEGRAM	18	0		
	82	ELIZABETH CITY,NC	ADVANCE	11	0		
	83	GREENSBORO,NC	NEWS & RECORD	120	0		
	83	WINSTON-SALEM,NC	JOURNAL	105	0		
	83	HIGH POINT,NC	ENTERPRISE	33	0		
	83	BURLINGTON,NC	TIMES NEWS	30	0		
	83	ASHEBORO,NC	COURIER TRIBUNE	18	0		
	83	LEXINGTON,NC	DISPATCH	12	0		
	84	ASHEVILLE,NC	CITIZEN-TIMES	72	0		
	84	HICKORY,NC	RECORD	24	0		
	84	HENDERSONVILLE,NC	TIMES-NEWS	21	0		
	84	STATESVILLE,NC	RECORD & LANDMARK	18	0		
X	85	COLUMBIA,SC	STATE	166	166		
X	85	FLORENCE,SC	NEWS	37	37		
X	85	SUMTER,SC	THE ITEM	22	22		
	86	CHARLESTON,SC	POST-COURIER	117	0		
	86	MYRTLE BEACH,SC	SUN NEWS	59	0		
	86	HILTON HEAD ISLAND,SC	ISLAND PACKET	21	0		
X	87	GREENVILLE,SC	NEWS-PIEDMONT	140	140		
X	87	SPARTANBURG,SC	HERALD-JOURNAL	64	64		
X	87	ANDERSON,SC	INDEPENDENT-MAIL	49	49		
X	88	ATLANTA,GA	JOURNAL-CONSTITUTION	712	712		
	89	ATHENS,GA	BANNER-HERALD/NEWS	39	0		
	89	GAINESVILLE,GA	TIMES	26	0		
	89	ROME,GA	NEWS	21	0		
	90	AUGUSTA,GA	CHRONICLE-HERALD	102	0		
	90	SAVANNAH,GA	NEWS	78	0		
	90	AIKEN,SC	STANDARD	16	0		
	90	BEAUFORT,SC	GAZETTE	13	0		
	91	MACON,GA	TELEGRAPH	91	0		
	91	MILLEDGEVILLE,GA	UNION-RECORDER	9	0		
	92	COLUMBUS,GA	LEDGER-ENQUIRER	64	0		
	92	ALBANY,GA	HERALD	30	0		
	92	VALDOSTA,GA	TIMES	21	0		
	92	TIFTON,GA	GAZETTE	10	0		
	92	THOMASVILLE,GA	TIMES ENTERPRISE	9	0		
	92	AMERICUS,GA	TIMES RECORDER	8	0		
	92	MOULTRIE,GA	OBSERVER	7	0		
	92	CORDELE,GA	DISPATCH	6	0		
X	93	MOBILE,AL	REGISTER	126	126		
X	93	PASCAGOULA,MS	MISSISSIPPI PRESS	22	22		
X	93	BILOXI-GULFPORT,MS	SUN HERALD	60	60		
	94	PENSACOLA,FL	NEWS JOURNAL	92	0		
	94	TALLAHASSEE,FL	DEMOCRAT	71	0		
	95	FORT WALTON BEACH,FL	NW FLORIDA NEWS	49	0		
	95	PANAMA CITY,FL	NEWS-HERALD	36	0		
X	96	JACKSONVILLE,FL	TIMES-UNION	252	252		
X	96	GAINESVILLE,FL	SUN	60	60		
X	96	ST. AUGUSTINE,FL	RECORD	18	18		
X	97	ORLANDO,FL	SENTINEL	410	410		
X	97	ORLANDO,FL	EL SENTINEL (HISPANIC)	60	60		
X	97	LEESBURG,FL	COMMERCIAL	33	33		
	98	DAYTONA BEACH,FL	NEWS-JOURNAL	130	0		
	98	COCOA-MELBOURNE,FL	TODAY	117	0		
	98	Ocala,FL	STAR-BANNER	56	0		
	99	WEST PALM BEACH,FL	POST	252	0		
	99	STUART,FL	NEWS	52	0		
	99	VERO BEACH,FL	PRESS-JOURNAL	42	0		
	99	FORT PIERCE,FL	TRIBUNE	34	0		
	99	BOCA RATON,FL	NEWS	20	0		
X	100	ST. PETERSBURG,FL	TIMES	500	500		
X	100	TAMPA,FL	TRIBUNE	340	340		
X	100	LAKELAND,FL	LEDGER	97	97		
X	100	CRYSTAL RIVER,FL	CITRUS COUNTY CHRONICLE	32	32		
X	100	WINTER HAVEN,FL	NEWS CHIEF	11	11		
X	100	BROOKSVILLE,FL	HERNANDO TODAY	8	8		
X	100	SEBRING,FL	HIGHLANDS TODAY	5	5		
	101	SARASOTA,FL	HERALD-TRIBUNE	148	0		
	101	BRADENTON,FL	HERALD	61	0		
	102	FORT MYERS,FL	NEWS-PRESS	131	0		
	102	NAPLES,FL	NEWS	80	0		
	102	CHARLOTTE HARBOR,FL	SUN-HERALD	46	0		
	103	FORT LAUDERDALE,FL	SUN-SENTINEL	433	0		
	103	FORT LAUDERDALE,FL	COMMUNITY NEWSPAPERS	245	0		
X	104	MIAMI,FL	HERALD	444	444		

PROGRAM DATE:		11/23/2003		CLIENT:		Oral B/Braun	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
X	104	MIAMI,FL	EL NUEVO HERALD	109	109		
			Total for Region:	10,325	6,030		
METRO CHICAGO REGION							
X	105	CHICAGO,IL	TRIBUNE	1124	1124		
	105	ARLINGTON HEIGHTS,IL	DAILY HERALD	160	0		
	105	ORLAND PARK,IL	SOUTHTOWN ECONOMIST	59	0		
	105	JOJET,IL	HERALD-NEWS	46	0		
	105	CRYSTAL LAKE,IL	NORTHWEST HERALD	37	0		
	105	AURORA,IL	BEACON-NEWS	34	0		
	105	WAUKEGAN,IL	NEWS-SUN	28	0		
	105	WHEATON,IL	SUN	23	0		
	105	NAPERVILLE,IL	SUN	21	0		
	105	ELGIN,IL	COURIER-NEWS	20	0		
	106	CHICAGO,IL	SUN TIMES	438	0		
	106	CHICAGO,IL	LOCAL VALUES	150	0		
	106	CHICAGO,IL	EXITO	150	0		
	107	HAMMOND,IN	TIMES	94	0		
	107	GARY,IN	POST-TRIBUNE	74	0		
	108	ROCKFORD,IL	REGISTER STAR	90	0		
	108	FREEPORT,IL	JOURNAL-STANDARD	15	0		
			Total for Region:	2,553	1,124		
WEST CENTRAL REGION							
X	109	MILWAUKEE,WI	JOURNAL	461	461		
X	109	RACINE,WI	JOURNAL TIMES	31	31		
X	109	KENOSHA,WI	NEWS	29	29		
X	109	JANESVILLE,WI	GAZETTE	28	28		
	110	MADISON,WI	STATE JOURNAL	154	0		
	111	GREEN BAY,WI	PRESS GAZETTE	92	0		
	111	APPLETON,WI	POST-CRESCENT	78	0		
	111	SHEBOYGAN,WI	PRESS	32	0		
	111	OSHKOSH,WI	NORTHWESTERN	29	0		
	111	FOND DU LAC,WI	REPORTER	23	0		
	111	MANITOWOC,WI	HERALD TIMES REPORTER	18	0		
	112	LA CROSSE,WI	TRIBUNE	41	0		
	112	EAU CLAIRE,WI	LEADER-TELEGRAM	40	0		
	112	WAUSAU,WI	HERALD	33	0		
	112	MARSHFIELD,WI	NEWS-HERALD	16	0		
	112	STEVENS POINT,WI	JOURNAL	14	0		
	112	WISCONSIN RAPIDS,WI	TRIBUNE	14	0		
	112	WINONA,MN	NEWS	13	0		
	112	CHIPPEWA FALLS,WI	HERALD TELEGRAM	7	0		
	112	VIROQUA,WI	VERNON COUNTY BROADCAST	6	0		
	113	DULUTH,MN	NEWS-TRIBUNE	73	0		
	113	ROCHESTER,MN	POST-BULLETIN	44	0		
	113	ST. CLOUD-LITTLE FALLS,MN	TIMES	42	0		
	113	BRAINERD,MN	DAILY DISPATCH	19	0		
	113	NEW ULM,MN	JOURNAL	10	0		
	113	FAIRMONT,MN	SENTINEL	8	0		
	113	MARSHALL,MN	INDEPENDENT	5	0		
X	114	MINNEAPOLIS,MN	STAR TRIBUNE	721	721		
X	115	ST. PAUL,MN	PIONEER PRESS	265	265		
X	116	DES MOINES,IA	REGISTER	282	282		
	117	CEDAR RAPIDS,IA	GAZETTE	83	0		
	117	DUBUQUE,IA	TELEGRAPH HERALD	36	0		
	117	IOWA CITY,IA	PRESS CITIZEN	18	0		
	118	DAVENPORT,IA	QUAD CITY TIMES	71	0		
	118	MOLINE/ROCK ISLAND,IL	DISPATCH/ARGUS	52	0		
	118	BURLINGTON,IA	HAWK EYE	24	0		
	118	KEWANEE,IL	STAR-COURIER	6	0		
	119	WATERLOO,IA	COURIER	52	0		
	119	MASON CITY,IA	GLOBE	23	0		
	119	FORT DODGE,IA	MESSENGER	20	0		
	119	OTTUMWA,IA	COURIER	16	0		
	119	MUSCATINE,IA	JOURNAL	8	0		
	120	PEORIA,IL	JOURNAL-STAR	93	0		
	120	BLOOMINGTON-NORMAL,IL	PANTAGRAPH	54	0		
	120	KANKAKEE,IL	JOURNAL	33	0		
	120	GALESBURG,IL	REGISTER-MAIL	15	0		
	121	SPRINGFIELD,IL	STATE JOURNAL-REGISTER	67	0		
	121	CHAMPAIGN,IL	NEWS-GAZETTE	49	0		
	121	DECATUR,IL	HERALD & REVIEW	41	0		
	121	DANVILLE,IL	COMMERCIAL NEWS	19	0		
	121	JACKSONVILLE,IL	JOURNAL COURIER	14	0		
	122	SIoux FALLS,SD	ARGUS LEADER	77	0		
	122	SIoux CITY,IA	JOURNAL	43	0		
	122	RAPID CITY,SD	JOURNAL	33	0		
	122	ABERDEEN,SD	AMERICAN NEWS	19	0		
	122	YANKTON,SD	PRESS/DAKOTAN	10	0		
	123	FARGO,ND	FORUM	68	0		
	123	GRAND FORKS,ND	HERALD	37	0		
	123	BISMARCK,ND	TRIBUNE	31	0		
	123	MINOT,ND	NEWS	23	0		
X	124	OMAHA,NE	WORLD-HERALD	255	255		
X	124	LINCOLN,NE	JOURNAL & STAR	84	84		
X	124	GRAND ISLAND,NE	INDEPENDENT	26	26		
X	124	COLUMBUS,NE	TELEGRAM	10	10		
X	124	BEATRICE,NE	SUN	8	8		
X	124	YORK,NE	NEWS-TIMES	5	5		
X	125	DENVER,CO	POST/ROCKY MOUNTAIN NE	900	900		
	126	COLORADO SPRINGS,CO	GAZETTE	125	0		
	126	PUEBLO,CO	CHIEFTAIN	59	0		
	126	BOULDER,CO	CAMERA	43	0		
	126	FORT COLLINS,CO	COLORADOAN	38	0		
	126	GRAND JUNCTION,CO	SENTINEL	36	0		
	126	GREELEY,CO	TRIBUNE	27	0		
	126	LONGMONT,CO	TIMES-CALL	24	0		
	126	LOVELAND,CO	REPORTER-HERALD	19	0		
X	127	KANSAS CITY,MO	STAR	397	397		
X	127	LEE'S SUMMIT,MO	JOURNAL	26	26		
X	127	INDEPENDENCE/BLUE SPRING,MO	EXAMINER	15	15		
X	127	OLATHE,KS	DAILY NEWS	6	6		
	128	TOPEKA,KS	CAPITAL-JOURNAL	68	0		
	128	ST. JOSEPH,MO	NEWS-PRESS/GAZETTE	46	0		

PROGRAM DATE:		11/23/2003		CLIENT:		Oral B/Braun	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
	128	LAWRENCE,KS	JOURNAL-WORLD	20	0		
X	129	ST. LOUIS,MO	POST-DISPATCH	514	514		
X	129	BELLEVILLE,IL	NEWS DEMOCRAT	67	67		
X	129	CARBONDALE,IL	SOUTHERN ILLINOISAN	37	37		
X	129	ALTON,IL	TELEGRAPH	30	30		
X	129	COLUMBIA,MO	TRIBUNE	26	26		
X	129	HANNIBAL,MO	DAILY NEWS/COURIER POS	8	8		
	130	SPRINGFIELD,MO	NEWS-LEADER	101	0		
	130	PITTSBURG,KS	MORNING SUN	10	0		
X	131	WICHITA,KS	EAGLE	160	160		
X	131	HUTCHINSON,KS	NEWS	42	42		
X	131	SALINA,KS	JOURNAL	35	35		
X	131	DODGE CITY,KS	GLOBE	10	10		
X	131	NEWTON,KS	KANSAN	8	8		
	132	BILLINGS,MT	GAZETTE	53	0		
	132	GREAT FALLS,MT	TRIBUNE	42	0		
	132	MISSOULA,MT	MISSOULIAN	35	0		
	132	CASPER,WY	STAR-TRIBUNE	34	0		
	132	CHEYENNE,WY	TRIBUNE EAGLE	18	0		
	132	BUTTE,MT	MONTANA STANDARD	14	0		
	132	HELENA,MT	INDEPENDENT-RECORD	14	0		
	132	HAMILTON,MT	RAVALLI REPUBLIC	5	0		
			Total for Region:	7,266	4,486		
SOUTHWEST REGION							
	133	JACKSON,MS	CLARION LEDGER	120	0		
	133	HATTIESBURG,MS	AMERICAN	30	0		
	133	MERIDIAN,MS	STAR	21	0		
	133	COLUMBUS,MS	COMMERCIAL DISPATCH	15	0		
X	134	NEW ORLEANS,LA	TIMES-PICAYUNE	375	375		
	135	BATON ROUGE,LA	ADVOCATE	125	0		
	135	HOUMA,LA	COURIER & TERREBONNE P	21	0		
	135	THIBODAUX,LA	COMET	12	0		
	136	SHREVEPORT,LA	TIMES	93	0		
	136	LAFAYETTE,LA	ADVERTISER	39	0		
	136	MONROE,LA	NEWS-STAR	46	0		
	136	ALEXANDRIA,LA	TOWN TALK	46	0		
	136	LAKE CHARLES,LA	AMERICAN PRESS	43	0		
	136	OPELOUSAS,LA	WORLD	13	0		
X	137	DALLAS,TX	MORNING NEWS	865	865		
X	137	FORT WORTH,TX	STAR-TELEGRAM	349	349		
X	137	DENISON-SHERMAN,TX	HERALD DEMOCRAT	26	26		
	138	TYLER,TX	COURIER-TIMES-TELEGRAP	52	0		
	138	LONGVIEW,TX	NEWS-JOURNAL	40	0		
	138	TEXARKANA,TX	GAZETTE	37	0		
	138	LUFKIN,TX	NEWS	18	0		
	138	NACOGDOCHES,TX	SENTINEL	11	0		
	138	MARSHALL,TX	NEWS MESSENGER	10	0		
X	139	AUSTIN,TX	AMERICAN STATESMAN	260	260		
	140	WACO,TX	TRIBUNE-HERALD	53	0		
	140	BRYAN-COLLEGE STATION,TX	EAGLE	31	0		
	140	KILLEEN,TX	HERALD	23	0		
X	141	HOUSTON,TX	CHRONICLE	786	786		
	142	BEAUMONT,TX	ENTERPRISE	65	0		
	142	FREEPORT-CLUTE,TX	BRAZOSPORT FACTS	18	0		
	143	CORPUS CHRISTI,TX	CALLER-TIMES	89	0		
	144	MCALLEN,TX	MONITOR	61	0		
	144	VICTORIA,TX	ADVOCATE	44	0		
	144	HARLINGEN,TX	VALLEY STAR	29	0		
	144	LAREDO,TX	TIMES	23	0		
	144	BROWNSVILLE,TX	HERALD	18	0		
	145	ABILENE,TX	REPORTER-NEWS	49	0		
	145	WICHITA FALLS,TX	TIMES RECORD NEWS	40	0		
	145	SAN ANGELO,TX	STANDARD-TIMES	33	0		
X	146	SAN ANTONIO,TX	EXPRESS NEWS	391	391		
	147	AMARILLO,TX	NEWS-GLOBE	70	0		
	147	LUBBOCK,TX	AVALANCHE-JOURNAL	67	0		
	147	ODESSA,TX	AMERICAN	31	0		
	147	MIDLAND,TX	REPORTER-TELEGRAM	24	0		
	148	EL PASO,TX	TIMES	102	0		
	149	ALBUQUERQUE,NM	JOURNAL TRIBUNE	166	0		
	149	SANTA FE,NM	NEW MEXICAN	30	0		
	149	FARMINGTON,NM	TIMES	20	0		
X	150	OKLAHOMA CITY,OK	OKLAHOMAN	322	322		
X	150	ENID,OK	NEWS & EAGLE	22	22		
X	150	ARDMORE,OK	ARDMOREITE	13	13		
X	150	SHAWNEE,OK	NEWS STAR	12	12		
X	151	TULSA,OK	WORLD	220	220		
X	151	MUSKOGEE,OK	PHOENIX & TIMES-DEMOCR	22	22		
X	152	LITTLE ROCK,AR	ARKANSAS DEMOCRAT-GAZE	259	259		
X	152	FORT SMITH,AR	SW TIMES RECORD	46	46		
X	152	SPRINGDALE,AR	MORNING NEWS OF NW ARK	42	42		
X	152	NORTH PULASKI,AR	LEADER	22	22		
X	152	PINE BLUFF,AR	COMMERCIAL	20	20		
X	152	RUSSELVILLE,AR	COURIER	14	14		
X	152	CONWAY,AR	LOG CABIN DEMOCRAT	12	12		
X	152	MOUNTAIN HOME,AR	BAXTER BULLETIN	12	12		
X	152	BENTON,AR	COURIER	7	7		
X	152	BRYANT,AR	BANNER	6	6		
X	152	PARAGOULD,AR	DAILY PRESS	6	6		
X	152	SEARCY,AR	DAILY CITIZEN	6	6		
X	152	MALVERN,AR	DAILY RECORD	5	5		
			Total for Region:	6,018	4,120		
PACIFIC REGION							
X	153	HONOLULU,HI	ADVERTISER	189	189		
	154	ANCHORAGE,AK	NEWS	93	0		
	154	FAIRBANKS,AK	NEWS-MINER	22	0		
	154	JUNEAU,AK	EMPIRE	8	0		
	154	KENAI,AK	PENINSULA CLARION	7	0		
X	155	SEATTLE,WA	TIMES/POST-INTELLIGENC	535	535		
X	155	TACOMA,WA	NEWS TRIBUNE	147	147		
X	155	EVERETT,WA	HERALD	62	62		
	156	OLYMPIA,WA	OLYMPIAN	49	0		
	156	BREMERTON,WA	SUN	37	0		





**MEMORANDUM**

**TO:** Cheryl Lombardi

**FROM:** Natalie Huffman  
Mary Shaw

**RE:** 12/14/03 Oral-B Power  
Color Laser Proofs and Circulation Summary – Final Approval

**DATE:** November 4, 2003

Attached please find the color laser proofs and the version market list for the 12/14/03 Oral-B Power FSI insert. This is the final step in the approval process. Please contact either of us with any concerns/questions.

Version Circulation Summary: (one version)

**Version: A1**

Expiration: 1/28/04  
41,578 Circulation

Coupon #1

Offer Code: 16117  
Offer: \$2.00 off 1 Adult or Kids Battery Toothbrush  
Circulation: 41,578

Coupon #2

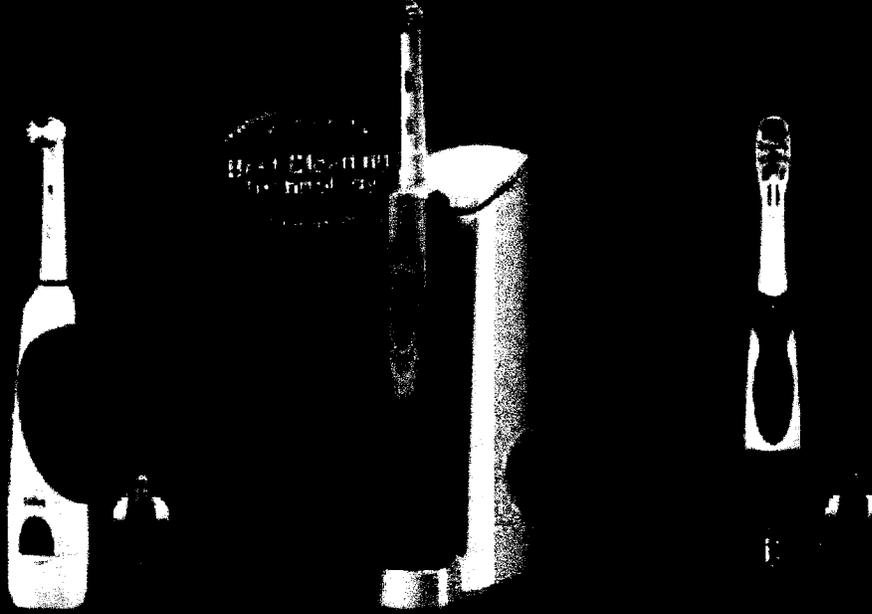
Offer Code: 16116  
Offer: \$3.00 off 1 Rechargeable Toothbrush  
Circulation: 41,578

Coupon #3

Offer Code: 16118  
Offer: \$1.00 off 1 Battery Toothbrush or Refill Brushhead  
Circulation: 41,578



# A Gift to Make Them Smile



## Oral-B AdvancePower

- Cleans and polishes for healthy, beautiful teeth
- Clinically proven to clean better than a manual toothbrush

## Oral-B ProfessionalCare™ 7000

- Ultimate plaque removal
- Helps prevent and reverse gum disease
- Naturally whitens teeth by gently removing stains

## Oral-B CROSSACTION

- More cleaning action than the leading manual toothbrush

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www.oralb.com

MANUFACTURER COUPON • EXPIRES 1/28/2004

**Save \$2.00**

On Your Next Purchase of one (1) Oral-B® AdvancePower 400 Series Adult or Kids' Battery Toothbrush



CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Coupon not transferable. Consumer must pay any sales tax. LIMIT ONE COUPON PER PURCHASE. DEALER: Your redemption signifies compliance with Gillette coupon redemption policy dated 7/7/04. Copy available on request by writing to GILLETTE, CMS, DEPT. 47400, ONE FAWCETT DRIVE, DEL. RIO, TX 78840. To receive the face value plus 9¢ handling fee, send properly redeemed coupons to the same address. Cash value: 1/20¢ © 2003 The Gillette Company

16117



5 690554 1182 2 (8100) 0 16117

MANUFACTURER COUPON • EXPIRES 1/28/2004

**Save \$3.00**

On Your Next Purchase of one (1) Oral-B® ProfessionalCare™ 7000 Series or AdvancePower 900 Series Rechargeable Toothbrush



CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Coupon not transferable. Consumer must pay any sales tax. LIMIT ONE COUPON PER PURCHASE. DEALER: Your redemption signifies compliance with Gillette coupon redemption policy dated 7/7/04. Copy available on request by writing to GILLETTE, CMS, DEPT. 47400, ONE FAWCETT DRIVE, DEL. RIO, TX 78840. To receive the face value plus 9¢ handling fee, send properly redeemed coupons to the same address. Cash value: 1/20¢ © 2003 The Gillette Company

16116



5 690554 1187 7 (8100) 0 16116

MANUFACTURER COUPON • EXPIRES 1/28/2004

**Save \$1.00**

On Your Next Purchase of one (1) Oral-B® CrossAction® Power Battery Toothbrush or Refill Brushhead



CONSUMER: This coupon good only on purchase of product indicated. Any other use constitutes fraud. Coupon not transferable. Consumer must pay any sales tax. LIMIT ONE COUPON PER PURCHASE. DEALER: Your redemption signifies compliance with Gillette coupon redemption policy dated 7/7/04. Copy available on request by writing to GILLETTE, CMS, DEPT. 47400, ONE FAWCETT DRIVE, DEL. RIO, TX 78840. To receive the face value plus 9¢ handling fee, send properly redeemed coupons to the same address. Cash value: 1/20¢ © 2003 The Gillette Company

16118



5 690554 1576 9 (8100) 0 16118

<p>MANUFACTURER COUPON • EXPIRES 1/28/2004</p> <h1>Save \$2.00</h1> <p>On Your Next Purchase of one (1) Oral-B® AdvancePower 400 Series Adult or Kids' Battery Toothbrush</p>  <p>16117 5 69055 41182 2 (8100) 0 16117</p>	<p>MANUFACTURER COUPON • EXPIRES 1/28/2004</p> <h1>Save \$3.00</h1> <p>On Your Next Purchase of one (1) Oral-B® ProfessionalCare™ 7000 Series or AdvancePower 900 Series Rechargeable Toothbrush</p>  <p>16116 5 69055 41187 7 (8100) 0 16116</p>	<p>MANUFACTURER COUPON • EXPIRES 1/28/2004</p> <h1>Save \$1.00</h1> <p>On Your Next Purchase of one (1) Oral-B® CrossAction® Power Battery Toothbrush or Refill Brushhead</p>  <p>16118 5 69055 41576 9 (8100) 0 16118</p>
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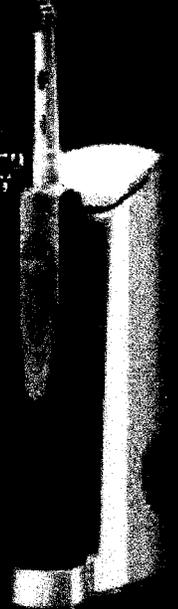


## A Gift to Make Them Smile



**Oral-B**  
**AdvancePower**  
**400**

- Cleans and polishes for healthy, beautiful teeth
- Clinically proven to clean better than a manual toothbrush



**Oral-B**  
**ProfessionalCare**  
**7000**

- Ultimate plaque removal
- Helps prevent and reverse gum disease
- Naturally whitens teeth by gently removing stains



**Oral-B**  
**CrossAction**  
**Power**

- More cleaning action than the leading manual toothbrush

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NEWS AMERICA MARKETING - MARKET LIST & VERSION INFORMATION					
MARKET LIST EFFECTIVE 8/17/03					
PROGRAM DATE:		CLIENT:		Oral B/Braun	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)
<b>NEW ENGLAND REGION</b>					
	1	PORTLAND,ME	TELEGRAM	116	0
	1	BANGOR,ME	NEWS	80	0
	1	LEWISTON,ME	SUN JOURNAL	36	0
	1	WATERVILLE,ME	SENTINEL	20	0
	1	AUGUSTA,ME	KENNEBEC JOURNAL	14	0
X	2	BOSTON,MA	GLOBE	735	735
	2	BOSTON,MA	HERALD	179	0
X	3	WORCESTER,MA	TELEGRAM	131	131
	4	SPRINGFIELD,MA	REPUBLICAN	124	0
X	5	ESSEX COUNTY,MA	COMMUNITY NEWSPAPERS	117	117
X	5	QUINCY,MA	PATRIOT LEDGER	85	85
X	5	LAWRENCE,MA	EAGLE-TRIBUNE	62	62
X	5	LOWELL,MA	SUN	54	54
X	5	BROCKTON,MA	ENTERPRISE	50	50
X	5	FRAMINGHAM,MA	METROWEST DAILY NEWS	49	49
	6	HYANNIS,MA	CAPE COD TIMES	56	0
	6	EASTON,MA	JOURNAL	4	0
	6	MANSFIELD,MA	NEWS	4	0
	6	NORTON,MA	MIRROR	2	0
	6	ABINGTON/ROCKLAND,MA	MARINER	5	0
	6	HANOVER,MA	MARINER	3	0
	6	HINGHAM,MA	JOURNAL	6	0
	6	MARSHFIELD,MA	MARINER	5	0
	6	NORWELL,MA	MARINER	2	0
	6	PEMBROKE,MA	MARINER	2	0
	6	SCITUATE,MA	MARINER	5	0
	6	KINGSTON,MA	MARINER	3	0
	6	FALL RIVER,MA	HERALD NEWS	26	0
	6	ATTLEBORO,MA	SUN-CHRONICLE	23	0
	6	TAUNTON,MA	GAZETTE	12	0
X	7	PROVIDENCE,RI	JOURNAL	244	244
X	7	WOONSOCKET,RI	CALL	20	20
X	7	PAWTUCKET,RI	TIMES	14	14
X	7	WEST WARWICK,RI	KENT COUNTY TIMES	4	4
	8	MANCHESTER,NH	NEW HAMPSHIRE NEWS	91	0
	8	NASHUA,NH	TELEGRAPH	35	0
	8	DOVER,NH	FOSTER'S DEMOCRAT	32	0
	8	CONCORD,NH	MONITOR	25	0
	8	KEENE,NH	SENTINEL	14	0
	9	BURLINGTON,VT	FREE PRESS	64	0
	9	PLATTSBURGH,VT	PRESS-REPUBLICAN	23	0
	9	RUTLAND,VT	HERALD	22	0
	9	BARRE-MONTEPELIER,VT	TIMES ARGUS	14	0
	9	BRAATTLEBORO,VT	REFORMER	12	0
	9	BENNINGTON,VT	BANNER	8	0
X	10	HARTFORD,CT	COURANT	316	316
X	10	MANCHESTER,CT	JOURNAL INQUIRER	44	44
X	10	NEW BRITAIN,CT	HERALD	35	35
X	10	MERIDEN,CT	RECORD-JOURNAL	26	26
X	10	TORRINGTON,CT	REGISTER CITIZEN	10	10
X	11	NEW HAVEN,CT	REGISTER	112	112
X	11	WATERBURY,CT	REPUBLICAN	72	72
X	11	NEW LONDON,CT	DAY	56	56
X	11	NORWICH,CT	BULLETIN	36	36
X	12	BRIDGEPORT,CT	CONNECTICUT POST	80	80
X	12	STAMFORD/GREENWICH,CT	ADVOCATE/TIME	46	46
X	12	DANBURY,CT	NEWS-TIMES	38	38
X	12	NORWALK,CT	HOUR	14	14
			<b>Total for Region:</b>	<b>3,526</b>	<b>2,499</b>
<b>NEW YORK METRO REGION</b>					
X	13	NEW YORK,NY	DAILY NEWS	1000	1000
	13	NEW YORK,NY	POST	450	0
	13	NEW YORK,NY	HOY	91	0
	14	NEW YORK,NY	TIMES	970	0
X	15	LONG ISLAND,NY	NEWSDAY PLUS	1300	1300
X	15	LONG ISLAND,NY	NEWSDAY	736	736
X	16	BERGEN,NJ	RECORD NOW	254	254
X	16	BERGEN/PASSAIC-CLIFTON,NJ	RECORD HERALD NEWS	248	248
X	16	WESTCHESTER/ROCKLAND,NY	WEST/ROCK, NY-PLUS	215	215
X	16	WESTCHESTER COUNTY,NY	JOURNAL NEWS	203	203
	17	STATEN ISLAND,NY	ADVANCE	85	0
X	18	MIDDLE TOWN,NY	RECORD	102	102
X	18	KINGSTON,NY	FREEMAN	33	33
X	19	NEWARK,NJ	STAR-LEDGER	713	713
X	20	EAST BRUNSWICK,NJ	HOMEC NEWS AND TRIBUNE	80	80
X	20	MORRISTOWN,NJ	RECORD	55	55
X	20	BRIDGEWATER,NJ	COURIER NEWS	49	49
X	20	JERSEY CITY,NJ	JOURNAL	35	35
X	20	NEWTON,NJ	NEW JERSEY HERALD	23	23
X	21	ASBURY PARK,NJ	PRESS	244	244
			<b>Total for Region:</b>	<b>6,886</b>	<b>5,290</b>
<b>MIDDLE ATLANTIC REGION</b>					
X	22	ALBANY,NY	TIMES UNION	157	157
X	22	SCHENECTADY,NY	GAZETTE	59	59
X	22	POUGHKEEPSIE,NY	JOURNAL	57	57
X	22	PITTSFIELD,MA	BERKSHIRE EAGLE	38	38
X	22	GLENS FALLS,NY	POST STAR	35	35
X	22	TROY,NY	RECORD	22	22
X	22	SARATOGA SPRINGS,NY	SARATOGIAN	14	14
X	22	NORTH ADAMS,MA	TRANSCRIPT	8	8
X	23	BUFFALO,NY	NEWS	351	351
X	23	JAMESTOWN/DUNKIRK,NY	POST JOURNAL	31	31
	24	ERIE,PA	TIMES-NEWS	94	0
	25	BINGHAMTON,NY	PRESS & SUN-BULLETIN	75	0
	25	UTICA,NY	OBSERVER-DISPATCH	61	0
	25	ELMIRA,NY	STAR GAZETTE	46	0
	25	ITHACA,NY	JOURNAL	24	0
	25	ONEONTA,NY	DAILY STAR	22	0
X	26	ROCHESTER,NY	DEMOCRAT & CHRONICLE	257	257
X	27	SYRACUSE,NY	POST-STANDARD	194	194
X	27	WATERTOWN,NY	TIMES	30	30
X	27	AUBURN,NY	CITIZEN	15	15
X	27	ONEIDA,NY	DISPATCH	8	8
X	28	PHILADELPHIA,PA	INQUIRER	815	815
X	28	LEVITOWN,PA	BUCKS COUNTY COURIER T	77	77
X	28	DOYLESTOWN,PA	INTELLIGENCER	55	55
X	28	WILLINGBORO,NJ	BURLINGTON COUNTY TIME	47	47

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PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
X	28	LANSDALE, PA	REPORTER	19	19		
	29	CAMDEN, NJ	COURIER POST	107	0		
	29	CHESTER, PA	DELAWARE COUNTY TIMES	49	0		
	29	WEST CHESTER, PA	LOCAL NEWS	32	0		
	29	POITSTOWN, PA	MERCURY	27	0		
	29	WOODBURY, NJ	GLOUCESTER COUNTY TIME	27	0		
	29	NORRISTOWN, PA	TIMES HERALD	17	0		
	29	SALEM, NJ	TODAY'S SUNBEAM	10	0		
	29	PHOENIXVILLE, PA	PHOENIX	5	0		
	30	TRENTON, NJ	TIMES	72	0		
	30	TRENTON, NJ	TRENTONIAN	54	0		
	31	ATLANTIC CITY, NJ	PRESS	98	0		
	31	VINELAND, NJ	JOURNAL	18	0		
	31	BRIDGETON, NJ	NEWS	9	0		
	32	WILMINGTON, DE	NEWS JOURNAL	161	0		
	32	DOVER, DE	DELAWARE STATE NEWS	32	0		
	33	FREDERICKSBURG, VA	FREE LANCE STAR	56	0		
	33	FREDERICK, MD	NEWS & POST	46	0		
	33	HAGERSTOWN, MD	HERALD MAIL	46	0		
	33	SALISBURY, MD	TIMES	36	0		
	33	CUMBERLAND, MD	TIMES-NEWS	33	0		
	33	MARTINSBURG, WV	JOURNAL	21	0		
X	34	HARRISBURG, PA	PATRIOT-NEWS	155	155		
X	34	YORK, PA	NEWS	94	94		
X	34	SUNBURY, PA	ITEM	31	31		
X	34	CHAMBERSBURG, PA	PUBLIC OPINION	23	23		
X	34	HANOVER, PA	SUN	22	22		
X	34	BLOOMSBURG, PA	PRESS ENTERPRISE	21	21		
X	34	CARLISLE, PA	SENTINEL	15	15		
X	34	LANCASTER, PA	SENTINEL	13	13		
	35	LANCASTER, PA	NEWS	111	0		
	35	READING, PA	EAGLE	99	0		
	35	POTTSVILLE, PA	REPUBLICAN/EVENING HER	34	0		
	35	LEBANON, PA	NEWS	22	0		
	36	ALLEN TOWN, PA	MORNING CALL	182	0		
	36	EASTON, PA	EXPRESS TIMES	53	0		
	36	STROUDSBURG, PA	POCONO RECORD	28	0		
	37	SCRANTON, PA	TIMES	75	0		
	37	TOWANDA, PA	REVIEW	10	0		
	37	WILKES-BARRE, PA	TIMES LEADER	63	0		
	37	WILLIAMSPORT, PA	SUN-GAZETTE	33	0		
	37	WILKES-BARRE, PA	CITIZENS VOICE	32	0		
	37	HAZLETON, PA	STANDARD SPEAKER	25	0		
	37	SHAMOKIN-MT CARMEL, PA	NEWS ITEM	11	0		
X	38	BALTIMORE, MD	SUN	508	508		
X	38	ANNAPOLIS, MD	CAPITAL	51	51		
X	38	COLUMBIA, MD	FLIEK	39	39		
X	38	TOWSON, MD	TIMES	37	37		
X	38	GLEN BURNIE, MD	GAZETTE	35	35		
X	38	LAUREL, MD	LEADER	30	30		
X	38	WESTMINSTER, MD	CARROLL COUNTY TIMES	27	27		
X	38	HOWARD COUNTY, MD	TIMES	23	23		
X	38	BALTIMORE, MD	MESSENGER	7	7		
X	38	WASHINGTON, DC	POST	1138	1138		
			<b>Total for Region:</b>	<b>6,623</b>	<b>4,547</b>		
<b>EAST CENTRAL REGION</b>							
	40	AKRON, OH	BEACON JOURNAL	203	0		
	40	CANTON, OH	REPOSITORY	86	0		
	40	MASSILLON, OH	INDEPENDENT	13	0		
X	41	CINCINNATI, OH	ENQUIRER	342	342		
X	41	HAMILTON, OH	JOURNAL NEWS	25	25		
X	41	MIDDLETOWN, OH	JOURNAL	24	24		
X	42	CLEVELAND, OH	PLAIN DEALER	515	515		
X	43	COLUMBUS, OH	DISPATCH	393	393		
X	43	ZANESVILLE, OH	TIMES RECORDER	23	23		
X	43	NEWARK, OH	ADVOCATE	24	24		
X	43	CHILLICOTHE, OH	GAZETTE	18	18		
X	43	MARION, OH	STAR	18	18		
X	43	LANCASTER, OH	EAGLE GAZETTE	17	17		
X	43	COSHOCTON, OH	TRIBUNE	9	9		
X	43	BYCYPRIUS, OH	TELEGRAPH FORUM	8	8		
	44	DAYTON, OH	NEWS	214	0		
	44	SPRINGFIELD, OH	NEWS SUN	41	0		
	45	TOLEDO, OH	BLADE	209	0		
	45	LIMA, OH	NEWS	46	0		
	45	FREMONT, OH	NEWS MESSENGER	15	0		
	45	PORT CLINTON, OH	NEWS HERALD	7	0		
	46	LAKE COUNTY, OH	NEWS HERALD	60	0		
	46	LORAIN, OH	JOURNAL	38	0		
	46	ELYRIA, OH	CHRONICLE / TELEGRAM	29	0		
	46	DOVER, OH	TIMES REPORTER	27	0		
	46	ASHTABULA, OH	STAR-BEACON	23	0		
	47	MANSFIELD, OH	NEWS JOURNAL	46	0		
	47	SANDUSKY, OH	REGISTER	29	0		
	47	WOOSTER, OH	RECORD	24	0		
	47	WYNN, OH	ADVERTISER-TRIBUNE	11	0		
	48	YOUNGSTOWN, OH	VINDICATOR	98	0		
	48	WARREN, OH	TRIBUNE CHRONICLE	39	0		
	48	LISBON, OH	JOURNAL	14	0		
	48	EAST LIVERPOOL, OH	REVIEW	9	0		
	48	SALEM, OH	NEWS	7	0		
X	49	DETROIT, MI	NEWS AND FREE PRESS	741	741		
X	49	LINCOLN PARK, MI	HERITAGE NEWSPAPERS	126	126		
X	49	MOUNT CLEMENS, MI	MACOMB DAILY	72	72		
X	49	LIVINGSTON, MI	HOMETOWN NEWSPAPERS	38	38		
X	49	LAPEER, MI	COUNTY PRESS	36	36		
X	49	MONROE, MI	NEWS	27	27		
X	49	ROYAL OAK, MI	THE TRIBUNE	18	18		
	50	MARQUETTE, MI	MINING JOURNAL	18	0		
	50	MIDLAND, MI	DAILY NEWS	18	0		
	50	MT. PLEASANT / ALMA, MI	SUN	13	0		
	50	ALPENA, MI	THE NEWS	11	0		
	50	HUGHTON, MI	MINING GAZETTE	11	0		
	50	ESCANABA, MI	PRESS	10	0		
	50	GRAND HAVEN, MI	TRIBUNE	10	0		
	50	IRON MOUNTAIN, MI	NEWS	10	0		
	50	PETOSKEY, MI	NEWS REVIEW	10	0		
	50	GREENVILLE, MI	NEWS	9	0		
	50	HIRON, MI	DAILY TRIBUNE	8	0		
X	51	RICHMOND, MI	INDEPENDENT NEWSPAPERS	212	212		
X	51	LIVONIA, MI	OBSERVER & ECCENTRIC	150	150		
X	51	PONTIAC, MI	MARKETPLACE NEWS	143	143		

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X	51	PONTIAC,MI	THE OAKLAND PRESS	66	86		
X	51	ANN ARBOR,MI	NEWS	76	76		
X	51	PORT HURON,MI	TIMES HERALD	46	46		
X	51	DETROIT,MI	MICHIGAN CHRONICLE	40	40		
X	51	ADRIAN,MI	TELEGRAM	17	17		
X	51	GROSSE POINTE,MI	NEWS	16	16		
X	51	WESTLAND,MI	ASSOCIATED NEWSPAPERS	15	15		
	52	FLINT,MI	JOURNAL	116	0		
	52	SAGINAW,MI	NEWS	64	0		
	52	BAY CITY,MI	TIMES	51	0		
	53	KALAMAZOO,MI	GAZETTE	80	0		
	53	BATTLE CREEK,MI	ENQUIRER	38	0		
	54	LANSING,MI	STATE JOURNAL	102	0		
	54	JACKSON,MI	CITIZEN PATRIOT	44	0		
	54	HILLSDALE,MI	THE NEWS	7	0		
	55	MUSKEGON,MI	CHRONICLE	56	0		
	55	TRAVERSE CITY,MI	RECORD EAGLE	37	0		
	55	HOLLAND,MI	SENTINEL	20	0		
X	56	GRAND RAPIDS,MI	PRESS	208	208		
	57	FORT WAYNE,IN	JOURNAL-GAZETTE	134	0		
X	58	SOUTH BEND,IN	TRIBUNE	115	115		
X	58	ELKHART,IN	TRUTH	32	32		
	59	LAFAYETTE,IN	JOURNAL & COURIER	47	0		
	59	BLOOMINGTON-BEDFORD,IN	HERALD-TIMES	47	0		
	59	TERRE HAUTE,IN	TRIBUNE-STAR	40	0		
	59	MUNCIE,IN	STAR	40	0		
	59	ANDERSON,IN	HERALD-BULLETIN	29	0		
	59	RICHMOND,IN	PALLADIUM ITEM	26	0		
	59	KOKOMO,IN	TRIBUNE	24	0		
	59	COLUMBUS,IN	REPUBLICAN	24	0		
	59	MARIETTA,IN	CHRONICLE-TRIBUNE	22	0		
X	60	INDIANAPOLIS,IN	STAR	390	390		
X	60	NOBLESVILLE,IN	DAILY LEDGER	15	15		
	61	EVANSVILLE,IN	COURIER PRESS	102	0		
	61	OWENSBORO,KY	MESSENGER INQUIRER	33	0		
	61	ELIZABETH TOWN,KY	NEWS ENTERPRISE	21	0		
	61	VINCENNES,IN	SUN-COMMERCIAL	14	0		
	61	HENDERSON,KY	GLEANER	14	0		
	62	LEXINGTON,KY	HERALD-LEADER	157	0		
	62	DANVILLE,KY	ADVOCATE	13	0		
X	63	LOUISVILLE,KY	COURIER-JOURNAL	314	314		
X	64	PITTSBURGH,PA	POST-GAZETTE	457	457		
X	64	GREENSBURG,PA	TRIBUNE-REVIEW	202	202		
X	64	BEAVER,PA	COUNTY TIMES	49	49		
X	64	NEW KENSINGTON,PA	VALLEY NEWS DISPATCH	32	32		
	65	WASHINGTON,PA	OBSERVER-REPORTER	41	0		
	65	BUTLER,PA	EAGLE	31	0		
	65	UNION TOWN,PA	HERALD-STANDARD	31	0		
	65	MCKEESPORT,PA	NEWS	22	0		
	65	SHARON,PA	HERALD	21	0		
	66	JOHNS TOWN,PA	TRIBUNE-DEMOCRAT	51	0		
	66	ALTOONA,PA	MIRROR	39	0		
	66	STATE COLLEGE,PA	CENTRE TIMES	35	0		
	67	WHEELING,WV	NEWS-REGISTER	41	0		
	67	PARKERSBURG,WV	NEWS	35	0		
	67	MORGANTOWN,WV	DOMINION POST	26	0		
	67	BELMONT,OH	MARTIN'S FERRY TIMES L	20	0		
	67	STEUBENVILLE,OH	HERALD STAR	17	0		
	67	MARIETTA,OH	TIMES	13	0		
	67	ELKINS,WV	INTER MOUNTAIN	11	0		
X	68	ROANOKE,VA	TIMES & WORLD-NEWS	97	97		
X	68	LYNCHBURG,VA	NEWS & ADVANCE	43	43		
X	68	CHARLOTTESVILLE,VA	PROGRESS	36	36		
X	68	DANVILLE,VA	REGISTER & BEE	25	25		
X	68	STAUNTON,VA	DAILY NEWS LEADER	23	23		
X	69	CHARLESTON,WV	GAZETTE MAIL	101	101		
X	69	HUNTINGTON,WV	HERALD-DISPATCH	43	43		
X	69	BECKLEY,WV	REGISTER-HERALD	33	33		
X	69	ASHLAND,KY	INDEPENDENT	24	24		
X	69	BLUEFIELD,WV	TELEGRAPH	24	24		
			<b>Total for Region:</b>	<b>8,790</b>	<b>5,536</b>		
<b>SOUTHEAST REGION</b>							
X	70	RICHMOND,VA	TIMES-DISPATCH	244	244		
	70	NORFOLK,VA	VIRGINIAN PILOT	232	0		
	70	NEWPORT NEWS,VA	PRESS	125	0		
	70	WILLIAMSBURG,VA	VIRGINIA GAZETTE	18	0		
	70	PETERSBURG,VA	PROGRESS-INDEX	16	0		
X	71	KNOXVILLE,TN	NEWS-SENTINEL	169	169		
X	71	BRISTOL,VA	HERALD-COURIER/VA TENN	43	43		
X	71	MORRISTOWN,TN	CITIZEN TRIBUNE	26	26		
X	71	OAK RIDGE,TN	OAK RIDGER	10	10		
X	71	LAFOLLETTE,TN	PRESS	9	9		
X	72	MEMPHIS,TN	COMMERCIAL APPEAL	253	253		
X	72	JACKSON,TN	SUN	46	46		
X	72	TUPELO,MS	NE MISSISSIPPI JRNAL	36	36		
X	72	JONESBORO,AR	SUN	28	28		
X	73	NASHVILLE,TN	TENNESSEAN	286	286		
X	73	CLARKSVILLE,TN	LEAF CHRONICLE	30	30		
X	73	BOWLING GREEN,KY	NEWS	29	29		
X	73	CALLIAN,TN	NEWS EXAMINER	11	11		
X	74	CHATTAHOOGA,TN	NEWS-FREE PRESS	115	115		
X	75	BIRMINGHAM,AL	NEWS	225	225		
X	75	HUNTSVILLE,AL	TIMES	80	80		
X	75	DECATUR,AL	DAILY	29	29		
	76	MONTGOMERY,AL	ADVERTISER	74	0		
	76	DOthan,AL	EAGLE	40	0		
	76	OPELIKA,AL	NEWS	15	0		
	77	TUSCALOOSA,AL	NEWS	40	0		
	77	FLORENCE,AL	TIMES DAILY	36	0		
	77	GADSDEN,AL	TIMES	27	0		
X	78	CHARLOTTE,NC	ORSERVFR	305	305		
	79	ROCK HILL,SC	HERALD	39	0		
	79	GASTONIA,NC	GAZETTE	35	0		
	79	SALISBURY,NC	POST	27	0		
	79	SHELBY,NC	STAR	14	0		
X	80	RALEIGH,NC	NEWS & OBSERVER	223	223		
X	80	DURHAM,NC	HERALD-SUN	56	56		
	81	FAYETTEVILLE,NC	OBSERVER-TIMES	75	0		
	81	NEW BERN,NC	SUN JOURNAL	17	0		
	81	LUMBERTON,NC	ROBESONIAN	16	0		
	81	KINSTON,NC	FREE PRESS	14	0		
	82	WILMINGTON,NC	STAR-NEWS	63	0		

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PLACE VERSION LETTER HERE	FORM	MARKET NAME/STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
	82	GREENVILLE,NC	REFLECTOR	25	0		
	82	JACKSONVILLE,NC	DAILY NEWS	23	0		
	82	ROCKY MOUNT,NC	TELEGRAM	18	0		
	82	ELIZABETH CITY,NC	ADVANCE	11	0		
	83	GREENSBORO,NC	NEWS & RECORD	120	0		
	83	WINSTON-SALEM,NC	JOURNAL	105	0		
	83	HIGH POINT,NC	ENTERPRISE	33	0		
	83	BURLINGTON,NC	TIMES NEWS	30	0		
	83	ASHEBORO,NC	COURIER TRIBUNE	18	0		
	83	LEXINGTON,NC	DISPATCH	12	0		
	84	ASHEVILLE,NC	CITIZEN-TIMES	72	0		
	84	HICKORY,NC	RECORD	24	0		
	84	HENDERSONVILLE,NC	TIMES NEWS	21	0		
	84	STATESVILLE,NC	RECORD & LANDMARK	18	0		
X	85	COLUMBIA,SC	STATE	166	166		
X	85	FLORENCE,SC	NEWS	37	37		
X	85	SUMTER,SC	THE ITEM	22	22		
	86	CHARLESTON,SC	POST COURIER	117	0		
	86	MYRTLE BEACH,SC	SUN NEWS	59	0		
	86	HILTON HEAD ISLAND,SC	ISLAND PACKET	21	0		
X	87	GREENVILLE,SC	NEWS-PIEDMONT	140	140		
X	87	SPARTANBURG,SC	HERALD-JOURNAL	64	64		
X	87	ANDERSON,SC	INDEPENDENT-MAIL	49	49		
X	88	ATLANTA,GA	JOURNAL-CONSTITUTION	712	712		
	88	ATHENS,GA	BANNER-HERALDNEWS	39	0		
	89	GAINESVILLE,GA	TIMES	26	0		
	89	ROME,GA	NEWS	21	0		
	90	AUGUSTA,GA	CHRONICLE-HERALD	102	0		
	90	SAVANNAH,GA	NEWS	78	0		
	90	AIKEN,SC	STANDARD	16	0		
	90	BEAUFORT,SC	GAZETTE	13	0		
	91	MACON,GA	TELEGRAPH	91	0		
	91	MILLEDGEVILLE,GA	UNION-RECORDER	9	0		
	92	COLUMBUS,GA	LEDGER-ENQUIRER	64	0		
	92	ALBANY,GA	HERALD	39	0		
	92	VALDOSTA,GA	TIMES	21	0		
	92	TIFTON,GA	GAZETTE	10	0		
	92	THOMASVILLE,GA	TIMES ENTERPRISE	9	0		
	92	AMERICUS,GA	TIMES RECORDER	8	0		
	92	MOULTRIE,GA	OBSERVER	7	0		
	92	CORDELE,GA	DISPATCH	6	0		
X	93	MOBILE,AL	REGISTER	126	126		
X	93	PASCAGOULA,MS	MISSISSIPPI PRESS	23	23		
X	93	BILLOM GULFPORT,MS	SUN HERALD	60	60		
	94	PENSACOLA,FL	NEWS JOURNAL	92	0		
	94	TALLAHASSEE,FL	DEMOCRAT	71	0		
	95	FORT WALTON BEACH,FL	NW FLORIDA NEWS	49	0		
	95	PANAMA CITY,FL	NEWS-HERALD	36	0		
X	96	JACKSONVILLE,FL	TIMES-UNION	252	252		
X	96	GAINESVILLE,FL	SUN	60	60		
X	96	ST. AUGUSTINE,FL	RECORD	18	18		
X	97	ORLANDO,FL	SENTINEL	410	410		
X	97	ORLANDO,FL	EL SENTINEL (HISPANIC)	60	60		
X	97	LEESBURG,FL	COMMERCIAL	33	33		
	98	DAYTONA BEACH,FL	NEWS-JOURNAL	130	0		
	98	COCOA-MELBOURNE,FL	TODAY	117	0		
	98	OCALA,FL	STAR-BANNER	56	0		
	99	WEST PALM BEACH,FL	POST	252	0		
	99	STUART,FL	NEWS	52	0		
	99	VERO BEACH,FL	PRESS-JOURNAL	42	0		
	99	FORT PIERCE,FL	TRIBUNE	34	0		
	99	BOCA RATON,FL	NEWS	20	0		
X	100	ST. PETERSBURG,FL	TIMES	500	500		
X	100	TAMPA,FL	TRIBUNE	310	340		
X	100	LAKELAND,FL	LEDGER	97	97		
X	100	CRYSTAL RIVER,FL	CITRUS COUNTY CHRONICLE	32	32		
X	100	WINTER HAVEN,FL	NEWS CHIEF	11	11		
X	100	BROOKSVILLE,FL	HERNANDO TODAY	8	8		
X	100	SEBRING,FL	HIGHLANDS TODAY	5	5		
	101	SARASOTA,FL	HERALD TRIBUNE	148	0		
	101	BRADENTON,FL	HERALD	61	0		
	102	FORT MYERS,FL	NEWS-PRESS	131	0		
	102	NAPLES,FL	NEWS	80	0		
	102	CHARLOTTE HARBOR,FL	SUN-HERALD	46	0		
	103	FORT LAUDERDALE,FL	SUN-SENTINEL	433	0		
	103	FORT LAUDERDALE,FL	COMMUNITY NEWSPAPERS	245	0		
X	104	MAMI,FL	HERALD	444	444		
X	104	MAMI,FL	EL NUEVO HERALD	109	109		
			<b>Total for Region:</b>	<b>10,325</b>	<b>6,030</b>		
<b>METRO CHICAGO REGION</b>							
X	105	CHICAGO,IL	TRIBUNE	1124	1124		
	105	ARLINGTON HEIGHTS,IL	DAILY HERALD	150	0		
	105	ORLAND PARK,IL	SOUTH-TOWN ECONOMIST	59	0		
	105	JOLIET,IL	HERALD-NEWS	46	0		
	105	CRYSTAL LAKE,IL	NORTHWEST HERALD	37	0		
	105	AURORA,IL	BEACON NEWS	34	0		
	105	WAUKEGAN,IL	NEWS-SUN	28	0		
	105	WHEATON,IL	SUN	23	0		
	105	NAPERVILLE,IL	SUN	21	0		
	105	ELGIN,IL	COURIER-NEWS	20	0		
	106	CHICAGO,IL	SUN TIMES	438	0		
	106	CHICAGO,IL	LOCAL VALUES	150	0		
	106	CHICAGO,IL	EXITO	150	0		
	107	HAMMOND,IN	TIMES	94	0		
	107	GARY,IN	POST-TRIBUNE	74	0		
	108	ROCKFORD,IL	REGISTER STAR	90	0		
	108	FREEPORT,IL	JOURNAL STANDARD	15	0		
			<b>Total for Region:</b>	<b>2,553</b>	<b>1,124</b>		
<b>WEST CENTRAL REGION</b>							
X	109	MILWAUKEE,WI	JOURNAL	461	461		
X	109	RACINE,WI	JOURNAL TIMES	31	31		
X	109	KENOSHA,WI	NEWS	29	29		
X	109	JANESVILLE,WI	GAZETTE	28	28		
	110	WADSWORTH,WI	STATE JOURNAL	154	0		
	111	GREEN BAY,WI	PRESS GAZETTE	92	0		
	111	APPLETON,WI	POST-CRUSCENI	78	0		
	111	SHEBOYGAN,WI	PRESS	32	0		
	111	OSHKOSH,WI	NORTHWESTERN	29	0		
	111	FOND DU LAC,WI	REPORTER	23	0		
	111	MANITOWOC,WI	HERALD TIMES REPORTER	10	0		
	112	LA CROSSE,WI	TRIBUNE	41	0		
	112	EAU CLAIRE,WI	LEADER-TELEGRAM	40	0		

PROGRAM DATE:		12/14/03		CLIENT:		Oral B/Braun		
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)			
		112 WAUSAU,WI	HERALD	33	0			
		112 MARSHFIELD,WI	NEWS-HERALD	16	0			
		112 STEVENS POINT,WI	JOURNAL	14	0			
		112 WISCONSIN RAPIDS,WI	TRIBUNE	14	0			
		112 WINONA,MN	NEWS	13	0			
		112 CHIPPEWA FALLS,WI	HERALD TELEGRAM	7	0			
		112 VIROQUA,WI	VERNON COUNTY BROADCAST	6	0			
		113 DULUTH,MN	NEWS-TRIBUNE	73	0			
		113 ROCHESTER,MN	POST-BULLETIN	44	0			
		113 ST. CLOUD,LITTLE FALLS,MN	TIMES	42	0			
		113 BRAINERD,MN	DAILY DISPATCH	19	0			
		113 NEW ULM,MN	JOURNAL	10	0			
		113 FAIRMONT,MN	SENTINEL	8	0			
		113 MARSHALL,MN	INDEPENDENT	8	0			
	X	114 MINNEAPOLIS,MN	STAR TRIBUNE	721	721			
	X	115 ST. PAUL,MN	PIONEER PRESS	265	265			
	X	116 DES MOINES,IA	REGISTER	282	282			
		117 CEDAR RAPIDS,IA	GAZETTE	83	0			
		117 DUBUQUE,IA	TELEGRAPH HERALD	36	0			
		117 IOWA CITY,IA	PRESS CITIZEN	18	0			
		118 DAVENPORT,IA	QUAD CITY TIMES	71	0			
		110 MOLINE/ROCK ISLAND,IL	DISPATCH/ARGUS	52	0			
		118 BURLINGTON,IA	HAWK EYE	24	0			
		118 KEWANEE,IL	STAR-COURIER	6	0			
		119 WATERLOO,IA	COURIER	52	0			
		119 MASON CITY,IA	GLOBE	23	0			
		119 FORT DODGE,IA	MESSANGER	20	0			
		119 OTTUMWA,IA	COURIER	16	0			
		119 MUSCATINE,IA	JOURNAL	8	0			
		120 PEORIA,IL	JOURNAL STAR	93	0			
		120 BLOOMINGTON,NORMAL,IL	PANTAGRAPH	54	0			
		120 KANKAKEE,IL	JOURNAL	33	0			
		120 GALESBURG,IL	REGISTER MAIL	15	0			
		121 SPRINGFIELD,IL	STATE JOURNAL REGISTER	67	0			
		121 CHAMPAIGN,IL	NEWS-GAZETTE	49	0			
		121 DECATUR,IL	HERALD & REVIEW	41	0			
		121 DANVILLE,IL	COMMERCIAL NEWS	19	0			
		121 JACKSONVILLE,IL	JOURNAL COURIER	14	0			
		122 SIOUX FALLS,SD	ARGUS LEADER	77	0			
		122 SIOUX CITY,IA	JOURNAL	43	0			
		122 RAPID CITY,SD	JOURNAL	33	0			
		122 ABERDEEN,SD	AMERICAN NEWS	19	0			
		122 YANKTON,SD	PRESS/DAKOTAN	10	0			
		123 FARGO,ND	FORUM	68	0			
		123 GRAND FORKS,ND	HERALD	37	0			
		123 BRISMARK,ND	TRIBUNE	31	0			
		123 MINOT,ND	NEWS	23	0			
	X	124 OMAHA,NE	WORLD HERALD	255	255			
	X	124 LINCOLN,NE	JOURNAL & STAR	84	84			
	X	124 GRAND ISLAND,NE	INDEPENDENT	26	26			
	X	124 COLUMBUS,NE	TELEGRAM	10	10			
	X	124 BEATRICE,NE	SUN	8	8			
	X	124 YORK,NE	NEWS-TIMES	5	5			
	X	125 DENVER,CO	POST/ROCKY MOUNTAIN NE	900	900			
		126 COLORADO SPRINGS,CO	GAZETTE	125	0			
		126 PUEBLO,CO	CHIEFTAIN	59	0			
		126 BOULDER,CO	CAMERA	43	0			
		126 FORT COLLINS,CO	COLORADOAN	38	0			
		126 GRAND JUNCTION,CO	SENTINEL	36	0			
		126 GREELEY,CO	TRIBUNE	27	0			
		126 LONGMONT,CO	TIMES-CALL	24	0			
		126 LOVELAND,CO	REPORTER-HERALD	19	0			
	X	127 KANSAS CITY,MO	STAR	397	397			
	X	127 LEE'S SUMMIT,MO	JOURNAL	26	26			
	X	127 INDEPENDENCE/BLUE SPRING,MO	EXAMINER	15	15			
	X	127 OLA,THE,KS	DAILY NEWS	6	6			
		128 TOPEKA,KS	CAPITAL JOURNAL	68	0			
		128 ST. JOSEPH,MO	NEWS-PRESS/GAZETTE	46	0			
		128 LAWRENCE,KS	JOURNAL-WORLD	20	0			
	X	129 ST. LOUIS,MO	POST-DISPATCH	514	514			
	X	129 BELLEVILLE,IL	NEWS DEMOCRAT	67	67			
	X	129 CARBONDALE,IL	SOUTHERN ILLINOISAN	37	37			
	X	129 ALTON,IL	TELEGRAPH	30	30			
	X	129 COLUMBIA,MO	TRIBUNE	26	26			
	X	129 HANNIBAL,MO	DAILY NEWS/COURIER POS	8	8			
		130 SPRINGFIELD,MO	NEWS-LEADER	101	0			
		130 PITTSBURG,KS	MORNING SUN	10	0			
	X	131 WICHITA,KS	EAGLE	160	160			
	X	131 HUTCHINSON,KS	NEWS	42	42			
	X	131 SALINA,KS	JOURNAL	35	35			
	X	131 DODGE CITY,KS	GLOBE	10	10			
	X	131 NEWTON,KS	KANSAN	8	8			
		132 BILLINGS,MT	GAZETTE	53	0			
		132 GREAT FALLS,MT	TRIBUNE	42	0			
		132 MISSOULA,MT	MISSOULIAN	35	0			
		132 CASPER,WY	STAR TRIBUNE	34	0			
		132 CHEYENNE,WY	TRIBUNE EAGLE	18	0			
		132 BUTTE,MT	MONTANA STANDARD	14	0			
		132 HELENA,MT	INDEPENDENT-RECORD	14	0			
		132 HAMILTON,MI	RAVALI REPUBLIC	5	0			
			Total for Region:	7,246	4,486			
		SOUTHWEST REGION						
		133 JACKSON,MS	CLARION LEDGER	120	0			
		133 HATTIESBURG,MS	AMERICAN	30	0			
		133 MERIDIAN,MS	STAR	21	0			
		133 COLUMBUS,MS	COMMERCIAL DISPATCH	15	0			
	X	134 NEW ORLEANS,LA	TIMES-PICAYUNE	375	375			
		135 BATON ROUGE,LA	ADVOCATE	125	0			
		135 HOUMA,LA	COURIER & TERREBONNE P	21	0			
		135 THIBODAUX,LA	COMET	12	0			
		136 SHREVEPORT,LA	TIMES	93	0			
		136 LAFAYETTE,LA	ADVERTISER	59	0			
		136 MONROE,LA	NEWS-STAR	46	0			
		136 ALEXANDRIA,LA	TOWN TALK	46	0			
		136 LAKE CHARLES,LA	AMERICAN PRESS	43	0			
		136 OPELOUSAS,LA	WORLD	13	0			
	X	137 DALLAS,TX	MORNING NEWS	865	865			
	X	137 FORT WORTH,TX	STAR-TELEGRAM	349	349			
	X	137 DENISON-SHERMAN,TX	HERALD DEMOCRAT	26	26			
		138 TYLER,TX	COURIER-TIMES-TELEGRAP	52	0			
		138 LONGVIEW,TX	NEWS-JOURNAL	40	0			
		138 TEXARKANA,TX	GAZETTE	37	0			

PROGRAM DATE:		12/14/03		CLIENT:		Oral B/Braun	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
		138 LUFKIN, TX	NCWS	10	0		
		138 NACOGDOCHES, TX	SENTINEL	11	0		
		138 MARSHALL, TX	NEWS MESSENGER	10	0		
X		139 AUSTIN, TX	AMERICAN STATESMAN	260	260		
		140 WACO, TX	TRIBUNE-HERALD	53	0		
		140 BRYAN-COLLEGE STATION, TX	EAGLE	31	0		
		140 KILLEEN, TX	HERALD	23	0		
X		141 HOUSTON, TX	CHRONICLE	786	786		
		142 BEAUMONT, TX	ENTERPRISE	65	0		
		142 FREEPORT-CLUTE, TX	BRAZOSPORT FACTS	18	0		
		143 CORPUS CHRISTI, TX	CALLER-TIMES	89	0		
		144 MCALLEN, TX	MONITOR	61	0		
		144 VICTORIA, TX	ADVOCATE	44	0		
		144 HARLINGEN, TX	VALLEY STAR	29	0		
		144 LAREDO, TX	TIMES	23	0		
		144 BROWNSVILLE, TX	HERALD	18	0		
		145 ABILENE, TX	REPORTER-NEWS	49	0		
		145 WICHITA FALLS, TX	TIMES-RECORD-NEWS	40	0		
		145 SAN ANGELO, TX	STANDARD-TIMES	33	0		
X		146 SAN ANTONIO, TX	EXPRESS-NEWS	391	391		
		147 AMARILLO, TX	NEWS-GLOBE	70	0		
		147 LUBBOCK, TX	AVALANCHE-JOURNAL	67	0		
		147 ODESSA, TX	AMERICAN	31	0		
		147 MIDLAND, TX	REPORTER-TELEGRAM	24	0		
		148 EL PASO, TX	TIMES	102	0		
		149 ALBUQUERQUE, NM	JOURNAL TRIBUNE	166	0		
		149 SANTA FE, NM	NEW MEXICAN	30	0		
		149 FARMINGTON, NM	TIMES	20	0		
X		150 OKLAHOMA CITY, OK	OKLAHOMAN	322	322		
X		150 ENID, OK	NEWS & EAGLE	22	22		
X		150 ARDMORE, OK	ARDMOREITE	13	13		
X		150 SHAWNEE, OK	NEWS STAR	12	12		
X		151 TULSA, OK	WORLD	220	220		
X		151 MUSKOGEE, OK	PHOENIX & TIMES-DEMOCR	22	22		
X		152 LITTLE ROCK, AR	ARKANSAS DEMOCRAT-GAZE	259	259		
X		152 FORT SMITH, AR	SW TIMES RECORD	46	46		
X		152 SPRINGDALE, AR	MORNING NEWS OF NW ARK	42	42		
X		152 NORTH PULASKI, AR	LEADER	22	22		
X		152 PINE BLUFF, AR	COMMERCIAL	20	20		
X		152 RUSSELLVILLE, AR	COURIER	14	14		
X		152 CONWAY, AR	LOG CABIN DEMOCRAT	12	12		
X		152 MOUNTAIN HOME, AR	BAXTER BULLETIN	12	12		
X		152 BENTON, AR	COURIER	7	7		
X		152 BRYANT, AR	BANNER	6	6		
X		152 PARAGOULD, AR	DAILY PRESS	6	6		
X		152 SEARCY, AR	DAILY CITIZEN	6	6		
X		152 MALVERN, AR	DAILY RECORD	5	5		
			<b>Total for Region:</b>	<b>6018</b>	<b>4120</b>		
		PACIFIC REGION					
X		153 HONOLULU, HI	ADVERTISER	189	189		
		154 ANCHORAGE, AK	NEWS	93	0		
		154 FAIRBANKS, AK	NEWS-MINER	22	0		
		154 JUNEAU, AK	EMPIRE	8	0		
		154 KENAI, AK	PENINSULA CLARION	7	0		
X		155 SEATTLE, WA	TIMES/POST-INTELLIGENC	535	535		
X		155 TACOMA, WA	NEWS TRIBUNE	147	147		
X		155 EVERETT, WA	HERALD	62	62		
		156 OLYMPIA, WA	OLYMPIAN	49	0		
		156 BREMERTON, WA	SUN	37	0		
		156 BELLINGHAM, WA	HERALD	33	0		
		157 SPOKANE, WA	SPOKESMAN-REVIEW	133	0		
		157 PASCO, WA	TRI CITY HERALD	47	0		
		157 YAKIMA, WA	HERALD	43	0		
		157 WALLA WALLA, WA	BULLETIN	16	0		
X		158 PORTLAND, OR	OREGONIAN	454	454		
X		158 NEWPORT, OR	NEWS-TIMES	10	10		
X		158 LEBANON, OR	EXPRESS	4	4		
		159 EUGENE, OR	REGISTER-GUARD	82	0		
		159 SALEM, OR	STATESMAN-JOURNAL	69	0		
		159 VANCOUVER, WA	COLUMBIAN	66	0		
		159 MEDFORD, OR	MAIL TRIBUNE	37	0		
		159 ALBANY, OR	MID VALLEY SUNDAY	31	0		
		159 BEND, OR	BULLETIN	31	0		
		159 LONGVIEW, WA	THE NEWS	23	0		
		159 GRESHAM, OR	OUTLOOK	12	0		
		159 SPRINGFIELD, OR	NEWS	11	0		
		160 BOISE, ID	IDAHO STATESMAN	97	0		
		160 LEWISTON, ID	TRIBUNE	28	0		
		160 IDAHO FALLS, ID	POST-REGISTER	26	0		
		160 TWIN FALLS, ID	TIMES-NEWS	23	0		
		160 POCAHELLO, ID	IDAHO STATE JOURNAL	18	0		
		160 NAMPA, ID	IDAHO PRESS TRIBUNE	18	0		
X		161 SALT LAKE CITY, UT	TRIBUNE-DESERET NEWS	249	249		
X		161 OGDEN, UT	STANDARD-EXAMINER	66	66		
X		161 PROVO, UT	HERALD	36	36		
X		161 ST. GEORGE, UT	THE SPECTRUM	27	27		
X		161 LOGAN, UT	HERALD JOURNAL	15	15		
X		162 LAS VEGAS, NV	REVIEW JOURNAL & SUN	217	217		
X		162 RENO, NV	GAZETTE JOURNAL	93	93		
X		163 SAN FRANCISCO, CA	CHRONICLE	571	571		
X		163 SAN FRANCISCO, CA	EXAMINER	50	50		
X		164 OAKLAND, CA	TRIBUNE	70	70		
X		164 LIVERMORE, CA	TRI-VALLEY HERALD	44	44		
X		164 HAYWARD, CA	REVIEW	41	41		
X		164 SAN MATEO, CA	TIMES	39	39		
X		164 FREMONT, CA	ARGUS	34	34		
X		165 WALNUT CREEK, CA	CONTRA COSTA TIMES	198	198		
X		165 VALLEJO, CA	TIMES HERALD	22	22		
X		165 VACAVILLE, CA	REPORTER	21	21		
		166 SANTA ROSA, CA	PRESS DEMOCRAT	93	0		
		166 MARIN COUNTY, CA	INDEPENDENT JOURNAL	43	0		
		166 NAPA, CA	REGISTER	23	0		
		167 REDDING, CA	RECORD SEARCHLIGHT	42	0		
		167 CHICO, CA	ENTERPRISE-RECORD	33	0		
		167 EUREKA, CA	TIMES STANDARD	21	0		
X		168 SAN JOSE, CA	MERCURY NEWS	305	305		
X		168 MONTEREY, CA	HERALD	38	38		
X		168 SANTA CRUZ, CA	SENTINEL	31	31		
X		168 SALINAS, CA	CALIFORNIAN	23	23		
X		168 WATSONVILLE, CA	REGISTER-PAJARRONAN	8	8		
X		169 SACRAMENTO, CA	BEE	389	389		
X		169 MODESTO, CA	BEE	101	101		

PROGRAM DATE:		12/14/03		CLIENT:		Oral B/Braun	
PLACE VERSION LETTER HERE	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		
X	169	STOCKTON,CA	RECORD	78	78		
X	169	MARYSVILLE-YUBA,CA	APPEAL-DEMOCRAT	23	23		
	170	FRESNO,CA	BEE	201	0		
	170	VISALIA/TULARE,CA	TIMES DELTA/ADVANCE RE	35	0		
	171	BAKERSFIELD,CA	CALIFORNIAN	81	0		
	171	SAN LUIS OBISPO,CA	TELEGRAM-TRIBUNE	46	0		
	171	SANTA MARIA,CA	TIMES	20	0		
	171	PORTERVILLE,CA	RECORDER	10	0		
	171	LOMPOC,CA	RECORD	8	0		
X	172	PHOENIX,AZ	REPUBLIC	631	631		
	173	MESA,AZ	MESA TRIBUNE	103	0		
	173	YUMA,AZ	SUN	26	0		
	173	SUN CITY,AZ	DAILY NEWS-SUN	22	0		
	173	FLAGSTAFF,AZ	ARIZONA DAILY SUN	13	0		
X	174	TUCSON,AZ	STAR	185	185		
			<b>Total for Region:</b>	<b>6,886</b>	<b>5,006</b>		
		METRO LOS ANGELES REGION					
X	175	LOS ANGELES,CA	TIMES	1500	1500		
	176	LOS ANGELES,CA	TIMES WEEKEND DIRECT	1500	0		
X	177	SANTA ANA,CA	ORANGE COUNTY REGISTER	371	371		
	178	SAN FERNANDO VALLEY,CA	LOS ANGELES DAILY NEWS	219	0		
	178	LOS ANGELES,CA	LA OPINION	129	0		
	178	LONG BEACH,CA	PRESS-TELEGRAM	126	0		
	178	SAN GABRIEL/WHITTIER,CA	VALLEY TRIBUNE/NEWS	76	0		
	178	TORRANCE,CA	THE DAILY BREEZE	71	0		
	178	PASADENA,CA	STAR-NEWS	44	0		
X	179	RIVERSIDE,CA	PRESS-ENTERPRISE	198	198		
X	179	SAN BERNARDINO,CA	SUN	89	89		
X	179	ONTARIO,CA	INLAND VALLEY BULLETIN	84	84		
X	179	PALM SPRINGS,CA	DESERT SUN	62	62		
X	179	LANCASTER-PALMDALE,CA	ANTELOPE VALLEY PRESS	39	39		
X	179	VICTORVILLE,CA	PRESS	36	36		
X	179	REDLANDS,CA	FACTS	8	8		
X	179	BARSTOW,CA	DESERT DISPATCH	4	4		
	180	VENTURA,CA	COUNTY STAR	108	0		
X	181	SAN DIEGO,CA	UNION-TRIBUNE	471	471		
X	181	ESCONDIDO,CA	NORTH COUNTY TIMES	96	96		
	182	SMARTSOURCE.COM,00	SMARTSOURCE.COM	0	0		
			<b>Total for Region:</b>	<b>6,231</b>	<b>2,938</b>		
			<b>Total for list:</b>	<b>64,104</b>	<b>41,578</b>		
	FORM	MARKET NAME / STATE	NEWSPAPER NAME	Circ. (000)	Selected Circ. (000)		



Gillette Canada Co. v. Robin Research Labs  
 Opposition No. 124,984  
 Opposer's (Gillette Canada Co's) Exhibit

12

Like you, works best in small,  
 hard-to-reach places.



Tight spots are no problem for the Oral-B 3D Excel. In fact, independent dental clinics showed that our RDS removed an average of 81% of plaque from between teeth, and over 95% of plaque from front surfaces. The result - 99% fewer cavities than other leading manual toothbrushes. The Oral-B 3D Excel. Buy the improved cleaning.

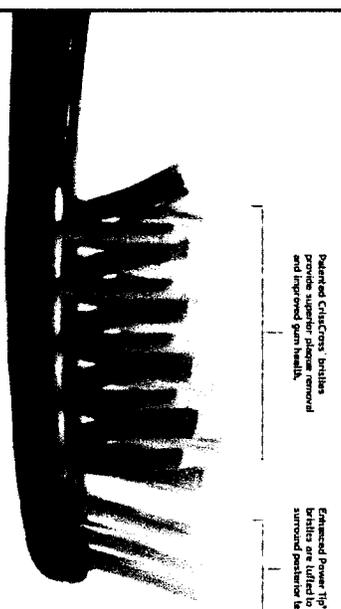
**LESS PLAQUE • HEALTHIER GUMS • PREVENTS STAIN**

**Oral-B**  
 Precision Clean

**3D Excel**

**Oral-B**  
 Precision

To your patients, it's a new choice.  
 To gingivitis, it's a new adversary.



**The New Oral-B CrossAction Vitalizer. For cleaner teeth and healthier gums.**

The CrossAction™ bristles remove 100% more plaque than other leading toothbrushes. In fact, our studies show that the CrossAction Vitalizer removes up to 100% of plaque from front teeth, and 75% more plaque from the spaces between teeth. The CrossAction Vitalizer is also clinically proven to reduce gingivitis by 40% in just 14 days. Buy the new choice. Visit [www.oralb.com](http://www.oralb.com) for more information.

**CrossAction Vitalizer**

**Oral-B**  
 Precision

EXHIBIT  
 12  
 1-15-04  
 PENGAD 800-631-6989

3D Excel Print

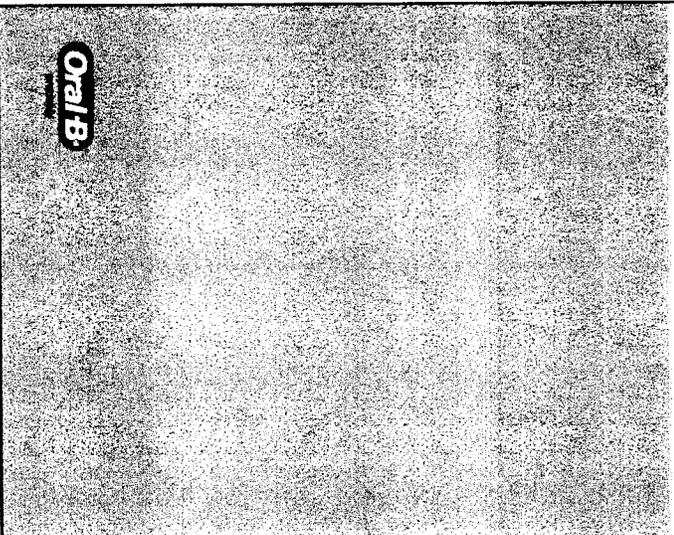
CrossAction Vitalizer Print

arnoldworldwide





ORAL-B CRISSCROSS® BRISTLES  
STARTED A REVOLUTION IN  
TOOTHBRUSH PERFORMANCE.



**The New Oral-B CrossAction Vitalizer. For cleaner teeth and healthier gums.**

Oral-B CrossAction Vitalizer is a revolutionary new toothbrush that features a unique crisscross bristle design that cleans 100% of tooth surfaces and reaches 100% of gum surfaces. It's the only toothbrush that cleans 100% of tooth surfaces and reaches 100% of gum surfaces. It's the only toothbrush that cleans 100% of tooth surfaces and reaches 100% of gum surfaces.

VISIT [www.oralb.com](http://www.oralb.com) for more information.

Oral-B CrossAction Vitalizer is a registered trademark of Oral-B Corporation. © 2005 Oral-B Corporation. All rights reserved. Oral-B is a registered trademark of Oral-B Corporation. Oral-B CrossAction Vitalizer is a registered trademark of Oral-B Corporation.



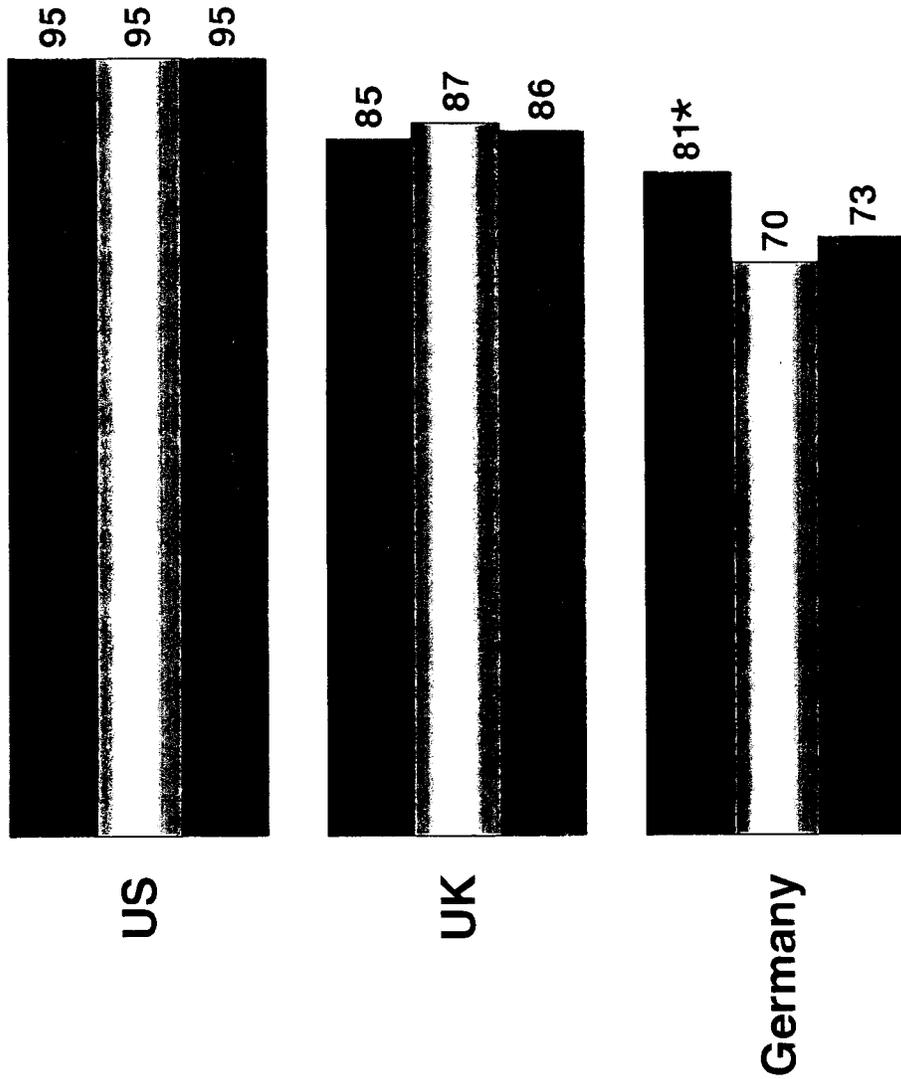
CrossAction Vitalizer Detail Aid

arnoldworldwide



# Total Awareness of Oral-B - Manual

%



Base: All Toothbrush Users  
 National Consumer Studies  
 PAF #03-04

Gillette Canada Co. v. Robin Research Labs  
 Opposition No. 124,984  
 Opposer's (Gillette Canada Co.'s) Exhibit 13

MC172

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 EXHIBIT  
 13  
 1-15-04

## Main Competitor\*

Colgate 91%/91%/93%

Wisdom 86%/88%/88%

Dr Best 96%/93%/93%

\* 2001 figure in *italics*  
 \* 2003 figure in **bold**



# Power Brand Awareness - Among All Toothbrush Users - US

	2001		2002		2003	
	Spontaneous Awareness %	Total Awareness %	Spontaneous Awareness %	Total Awareness %	Spontaneous Awareness %	Total Awareness %
Braun Oral-B	23	63	29 *	56 *	25 *	73
Sonicare	6	27	13 *	41 *	12	46 *
Total Colgate	4	19	13 *	22	10 *	23
Colgate Actibrush	4	n/a	1 *	12	*	11
Colgate Motion	n/a	n/a	1	12	1	15 *
Crest Spinbrush	n/a	n/a	20	32	7 *	51 *
Reach	n/a	n/a	1	11	*	15 *
Powerbrush	1	28	2	37 *	1	38
Interplak	1	27	*	25	1	22 *
Teledyne	n/a	n/a	*	10	*	10
Sonex/Ultrasonex	n/a	n/a	*	2	*	3
Butler Gum	n/a	n/a	1	7	1	12 *
Homedics	n/a	n/a				

EXHIBIT  
14  
1-15-04  
PENGAD 800-631-6989

Gillette Canada Co. v. Robin Research Labs  
Opposition No. 124,984  
Opposer's (Gillette Canada Co.'s) Exhibit 14



National Consumer Studies  
PAF #03-04  
Base: All Toothbrush Users MC127

# Trial of Oral-B – Manual

## Ever Tried % (Prompted)

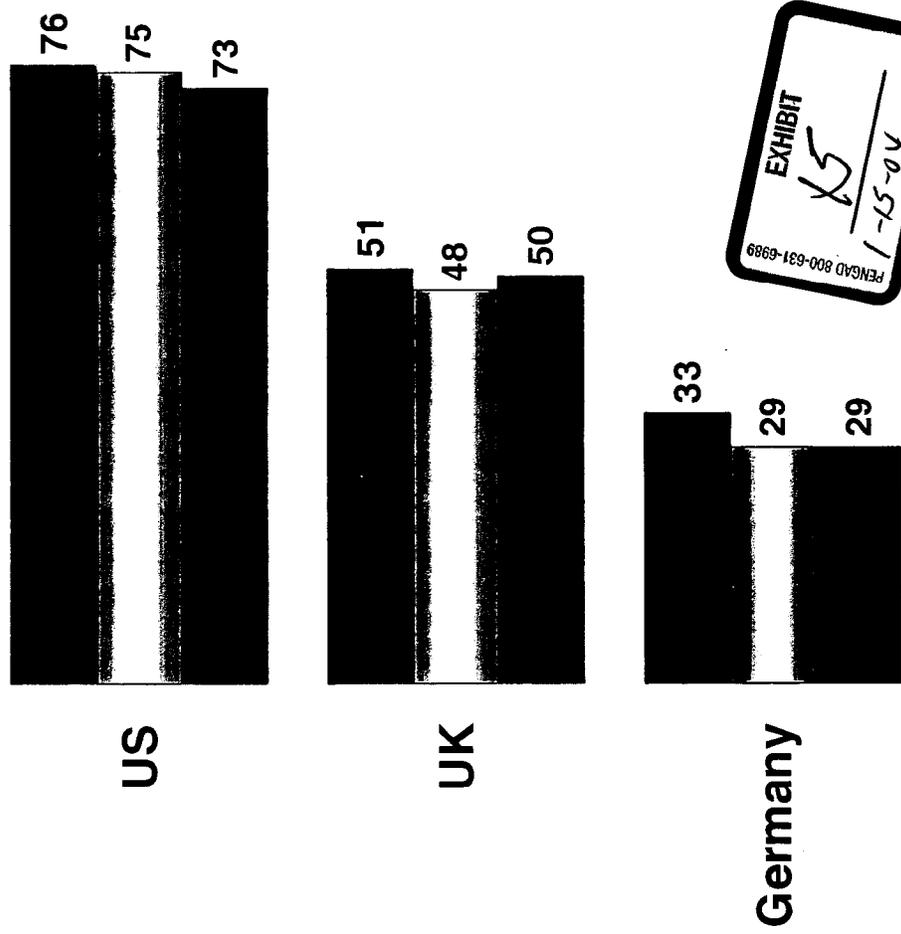


EXHIBIT  
 15  
 1-15-04  
 PENSAD 800-631-6989

■ 2003  
 □ 2002  
 ■ 2001

Base: All Toothbrush Users  
 National Consumer Studies  
 PAF #03-04

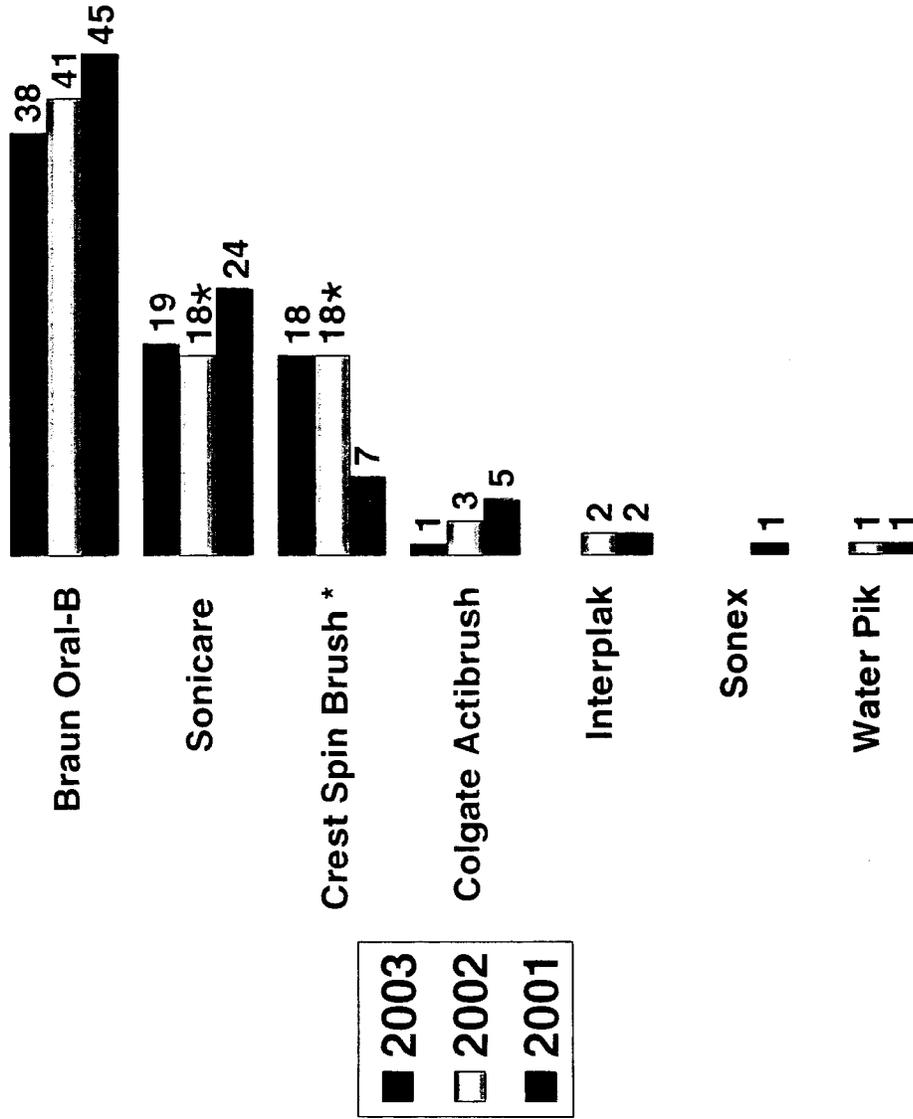
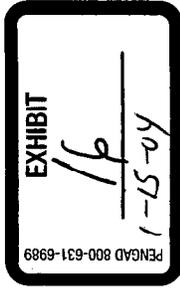
MC173

Gillette Canada Co. v. Robin Research Labs  
 Opposition No. 124,984  
 Opposer's (Gillette Canada Co.'s) Exhibit 15

Main Competitor*	2003/2002/2001
Colgate	66/62%/70%
Wisdom	59%/57%/61%
Dr Best	64%/61%/58%

\* 2001 figure in *italics*  
 \* 2003 figure in **bold**  
 Oral Care Group  
 Marketing Research

# Brand Used Most Often - Power US



\* Crest Spin Brush including Dr Johns in 2001

Base: All Power Users

National Consumer Studies

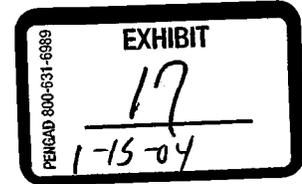
PAF #03-04

MC129

Gillette Canada Co. v. Robin Research Labs  
 Opposition No. 124,984  
 Opposer's (Gillette Canada Co.'s) Exhibit 16



Oral Care Group  
 Marketing Research



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Gillette Canada Co. v. Robin Research Labs  
Opposition No. 124,984  
Opposer's (Gillette Canada Co.'s) Exhibit

17



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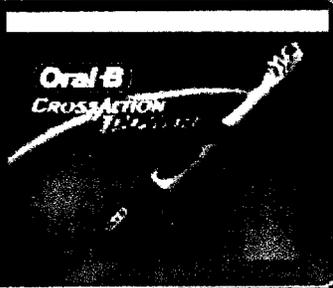
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### New Oral-B<sup>®</sup> CROSSACTION<sup>™</sup> POWER Battery Toothbrush

Combines a clinically proven rotating PowerHead<sup>™</sup> with CrossCross<sup>®</sup> bristles for more cleaning action in every stroke.



### Brighten Your Smile with Oral-B<sup>™</sup> CrossAction<sup>®</sup>

Brighten your smile with fabulous new CrossAction colors. CrossAction lifts out and sweeps away more plaque than today's leading toothbrush, and new handle colors make brushing exciting.



## Dental Professional Resource Center



Explore this gallery of information to keep your patients well-informed about preventive oral care practices and stay up to date with what's new from Oral-B.

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Read the latest independent research about Oral-B, Braun Oral-B and other oral care products.



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Order free professional trial samples, patient education displays and brochures for your office.



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**• Power Products**

• Manual Toothbrushes

• Floss & Interdental

• Toothpaste & Mouth Rinse

## Power Products

Oral-B ProfessionalCare 7000 Series

Oral-B ProfessionalCare 5000 Series

Oral-B AdvancePower 900 Series

Oral-B AdvancePower Kids

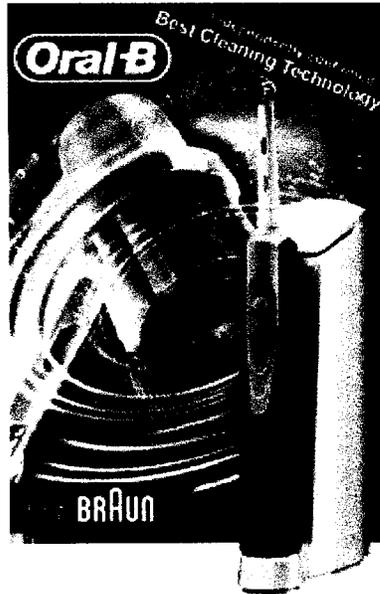
Oral-B AdvancePower 400 Series

Oral-B AdvancePower 400 Kids

Oral-B CrossAction Power

Oral-B Power Brushheads

Oral-B ProfessionalCare 7900 OxyJet® Center



## Oral-B ProfessionalCare 7000 Series

The Oral-B ProfessionalCare 7000 Series features the most advanced power toothbrush we ever created - the only one to combine a compact round brushhead with a unique pulsing 3D action to help prevent and even reverse gum disease. The combination of high speed pulsations and the oscillating rotating technology pioneered by Oral-B has been shown to reduce plaque and gingivitis more effectively than a manual toothbrush.

### Clinically Proven Benefits

Use an Oral-B ProfessionalCare 7000 Series toothbrush twice daily to:

- + Improve the health of your gums by reversing the effects of gingivitis<sup>1</sup>
- + Help prevent gum disease<sup>1</sup>
- + Help prevent the buildup of tartar<sup>3</sup>
- + Naturally whiten teeth by removing coffee, tea, and tobacco stains<sup>3</sup>

### Product Features

- + **3D Excel Brushing Action:** With two simultaneous brushing motions, the Oral-B ProfessionalCare 7000 Series cleans deep and removes significantly more plaque than a manual toothbrush.<sup>1</sup>

**Pulsations:** The brushhead moves in-and-out 40,000 times per minute reaching deep to loosen plaque. At over 660 movements per second, it's the fastest pulsating toothbrush in the world!

**Oscillations:** Simultaneously, the brushhead moves side-to-side 8,800 times per minute to whisk away the plaque

- + A fully charged handle lasts 12 days between charges<sup>†</sup>
- + Green Oral-B® FlexiSoft® bristles bend slightly when they interact with water, to provide a brushing action that's as gentle as a soft manual toothbrush
- + Long Interdental Tip bristles designed to clean better between teeth
- + Choice of two speeds for optimal control
- + Oral-B® Indicator® bristles fade halfway when it's time to replace your brushhead
- + 2-minute Professional Timer signals every 30-seconds, to ensure thorough brushing in all areas
- + Built-in Pressure Sensor stops pulsations to signal if you are brushing too hard
- + Oral-B® Power Tip® brushhead cleans between teeth and around bridges, crowns, and implants

### Detailed Model Information

(for North America - models may vary in other geographies)

#### Oral-B ProfessionalCare 7850 DLX:

- + 30-second Professional Timer
- + Charge indication light
- + Dynamic blue color



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- + Extra brushheads
- + Storage charger holds up to four brushheads

**Oral-B ProfessionalCare 7550:**



- + Storage charger holds up to four brushheads
- + Extra brushheads
- + 2-minute timer

**Oral-B ProfessionalCare 7500:**



- + One brushhead with patented green FlexiSoft® bristles
- + Compact charger

<sup>1</sup> Warren, P.R. et al. *Am J Dent* 2001;14:3-7

<sup>2</sup> Sharma N.C., et al. *J Dent Res* 2001; 80 (Spec.Iss): 548, Abstr.171.

<sup>3</sup> Data on file

[www.update-software.com/toothbrush](http://www.update-software.com/toothbrush)

\* Cleaning twice a day for two minutes each session

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**• Power Products**

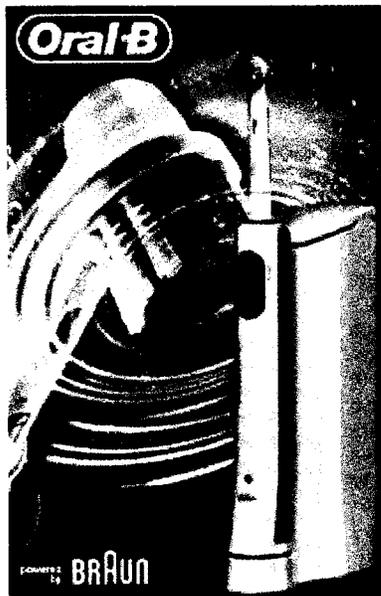
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• Floss & Interdental

• Toothpaste & Mouth Rinse

## Power Products

- Oral-B ProfessionalCare 7000 Series
- Oral-B ProfessionalCare 5000 Series
- Oral-B AdvancePower 900 Series
- Oral-B AdvancePower Kids
- Oral-B AdvancePower 400 Series
- Oral-B AdvancePower 400 Kids
- Oral-B CrossAction Power
- Oral-B Power Brushheads
- Oral-B ProfessionalCare 7900 OxyJet® Center



## Oral-B ProfessionalCare 5000 Series

Experience a better way to brush with the Oral-B ProfessionalCare 5000 Series toothbrush, designed to clean effectively in three brushing dimensions at once. The unique brushing action combines pulsations with the oscillating-rotating technology, pioneered by Oral-B, to reduce plaque and gingivitis more effectively than a manual toothbrush.<sup>1</sup>

Now, a completely independent study has concluded "Brushes that worked with a rotation oscillation action removed more plaque and reduced gingivitis more effectively than manual brushes in the short and long-term....No other powered brush designs were consistently superior..."<sup>2</sup>

### Clinically Proven Benefits

- + Cleans better than a manual toothbrush<sup>1</sup>
- + Improves the health of gums by reversing gingivitis<sup>1</sup>
- + Removes stains<sup>3</sup>
- + Helps prevent gum disease, the leading cause of tooth loss<sup>1</sup>
- + As gentle on teeth and gums as a soft manual toothbrush<sup>1</sup>

### Product Features

- + Unique 3D brushing action cleans by combining two distinct brushing motions, pulsations and oscillations. The in-and-out pulsating movements (20,000 per minute) reach deep to loosen plaque, while the side-to-side oscillating movements (7,600 per minute) whisk it away
- + Green Oral-B® FlexiSoft® bristles bend slightly when they interact with water, to provide a brushing action that's as gentle as a soft manual toothbrush
- + Oral-B® Indicator® bristles fade halfway when it's time to replace your brushhead
- + Built-in Pressure Sensor stops pulsations if you are brushing too hard
- + Memory Timer sends a signal after the dentist-recommended 2-minute brushing time
- + Anti-slip grip
- + Water-resistant handle
- + A fully charged handle lasts 7 days between charges<sup>\*</sup>

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### Detailed Model Information

(for North America - models may vary in other geographies)

- **Oral-B ProfessionalCare 5500:**
  - + Memory Timer
  - + Charging base with tower for ventilated storage holds up to three brushheads
  - + Extra brushheads

### Oral-B ProfessionalCare 5000:

 + One brushhead with Interdental Tip bristles to reach deep between teeth

 + Memory Timer

<sup>1</sup> [Cronin M. et al., Am J Dent 1998; 11:\(Sp Iss\):S17-21.](#)

<sup>2</sup> [Heanue M. et al. Manual versus powered toothbrushing for oral health \(Cochrane Review\). In: The Cochrane Library, Issue 1, 2003. Oxford: Update Software](#)

<sup>3</sup> [Sharma N.C. et al., Am J Dent 2000; 13:17-20.](#)

[www.update-software.com/toothbrush](http://www.update-software.com/toothbrush)

\* Cleaning twice a day for two minutes each session

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## Power Products

Oral-B ProfessionalCare 7000 Series

Oral-B ProfessionalCare 5000 Series

Oral-B AdvancePower 900 Series

Oral-B AdvancePower Kids

Oral-B AdvancePower 400 Series

Oral-B AdvancePower 400 Kids

Oral-B CrossAction Power

Oral-B Power Brushheads

Oral-B ProfessionalCare 7900 OxyJet® Center



## Oral-B AdvancePower 900 Series

The Oral-B AdvancePower 900 Toothbrush features the oscillating-rotating technology pioneered by Oral-B, delivering exceptional cleaning performance.

Now, a completely independent study has concluded "Brushes that worked with a rotation oscillation action removed more plaque and reduced gingivitis more effectively than manual brushes in the short and long-term....No other powered brush designs were consistently superior..."<sup>1</sup>

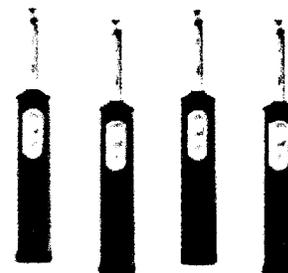
### Clinically Proven Benefits

- + Removes significantly more plaque than a manual toothbrush<sup>2</sup>
- + Whitens teeth naturally by removing coffee, tea, and tobacco stains<sup>3</sup>
- + As gentle on teeth and gums as a soft manual toothbrush<sup>2,3</sup>

### Product Features

- + High-speed oscillating movements gently remove even heavy plaque buildup and stains
- + Blue Interdental Tip bristles penetrate deep between the teeth and clean hard-to-reach areas
- + Oral-B® Indicator® bristles fade halfway when it's time to replace your brushhead
- + Pulsing signal after the dentist-recommended 2-minute brushing time
- + Water-resistant handle

ORAL-B® ADVANCEPOWER 900 SERIES ALSO COMES IN FOUR FABULOUS COLORS: AQUA, PINK, BLUE, AND LIME (Colors may vary in other geographies)



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### Detailed Model Information

⌚ **AdvancePower 950 TX:**

- + Charging base with tower for ventilated storage of 2 brushheads
- + 2-minute timer
- + Charging indication light

**AdvancePower 900 TX:**

+ 2-minute timer

**AdvancePower 900:**

+ Compact charger

<sup>1</sup>**Heanue M, et al. Manual versus powered toothbrushing for oral health (Cochrane Review). In: The Cochrane Library, Issue 1, 2003. Oxford: Update Software**

<sup>2</sup>Dentino A. et al., J Dent Res 1999; 78 (Sp.Iss): 413, Abstr. 2463.

<sup>3</sup>**Grossmann E. et al., Am J Dent 1996; 9: S25-S29.**

[www.update-software.com/toothbrush](http://www.update-software.com/toothbrush)

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## Power Products

Oral-B ProfessionalCare 7000 Series

Oral-B ProfessionalCare 5000 Series

Oral-B AdvancePower 900 Series

Oral-B AdvancePower Kids

Oral-B AdvancePower 400 Series

Oral-B AdvancePower 400 Kids

Oral-B CrossAction Power

Oral-B Power Brushheads

Oral-B ProfessionalCare 7900 OxyJet® Center



## Oral-B AdvancePower Kids

Kids love the fun. You'll love the clean. The new Oral-B Advance Power Kids Toothbrush features cool colors and Disney® characters that kids love. This toothbrush is specially designed to help kids brush longer with the one minute EZtimer.

### Benefits

- + Designed to help children brush better
- + As gentle on children's teeth and gums as a soft manual toothbrush

### Product Features

- + EZtimer. Dentists recommend brushing twice a day for 2-minutes, which can be a long time for kids. But with the EZtimer, kids get the signal after one minute of brushing time.
- + Rechargeable - lasts for 5 days between charges\*
- + Bright color combinations: blue/pink and green/blue
- + Favorite Disney® characters on the brushhead
- + Smaller brushhead for kids also limits toothpaste application to the optimal pea-sized amount
- + ExtraSoft "flowered" bristles for gentle brushing
- + Center row of longer bristles designed to thoroughly clean chewing surfaces - a problem area for many children
- + Blue Oral-B® Indicator® bristles monitor brushing performance and brushhead replacement

©Disney

\* Cleaning twice a day for two minutes each session



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[Oralbkids.com](http://Oralbkids.com)

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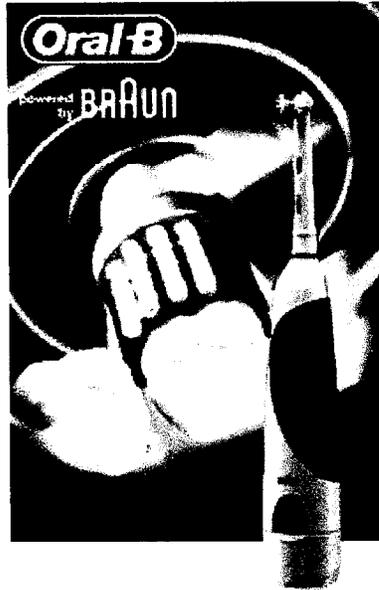
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- Oral-B AdvancePower Kids
- Oral-B AdvancePower 400 Series
- Oral-B AdvancePower 400 Kids
- Oral-B CrossAction Power
- Oral-B Power Brushheads
- Oral-B ProfessionalCare 7900 OxyJet® Center



## Oral-B AdvancePower 400 Series

Power up to a better clean with the Oral-B AdvancePower 400. Your teeth and gums will feel pampered because you're removing more plaque than an ordinary manual toothbrush each time you brush.<sup>1</sup> It is the unique oscillating brushhead technology coupled with patented Interdental Tip bristles that help you penetrate even hard-to-reach areas.

### Clinically Proven Benefits

- + Cleans better than an ordinary manual toothbrush<sup>1</sup>

### Product Features

- + Interdental Tip bristles: The unique elongated bristles on the outer edge help penetrate deep between teeth and along the gum line
- + Oral-B® Indicator® bristles fade halfway when it's time to replace your brushhead
- + Compact brushhead hugs each individual tooth and makes it easy to clean tough spots like back teeth, where plaque hides
- + Ergonomically designed handle has a non-slip grip for complete control
- + Two AA Duracell® batteries are included
- + Two-year warranty



### More Product Information

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### Detailed Model Information

(for North America - models may vary in other geographies)

#### Oral-B AdvancePower 450 TX:

- + Stop-N-go timer gives a signal after every minute of brushing time
- + Timer helps ensure a superior clean vs. an ordinary toothbrush - removes 25% more plaque by brushing 2-min vs. 1-min

<sup>1</sup>Sharma NC, et al., AM J Dent 2001; 14 (Sp Iss): 9B-12B

[www.update-software.com/toothbrush](http://www.update-software.com/toothbrush)



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- Oral-B AdvancePower 900 Series
- Oral-B AdvancePower Kids
- Oral-B AdvancePower 400 Series
- Oral-B AdvancePower 400 Kids
- Oral-B CrossAction Power
- Oral-B Power Brushheads
- Oral-B ProfessionalCare 7900 OxyJet® Center



## Oral-B AdvancePower 400 Kids

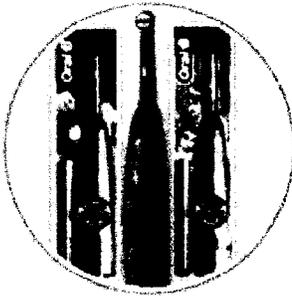
Kids love the fun. You'll love the clean. The Oral-B AdvancePower 400 Kids brings the proven advantages of power brushing to children ages 3+ with a product specifically designed to meet the oral care needs of children and to make children want to brush their teeth.

### Benefits

- + As gentle on children's teeth and gums as a soft toothbrush<sup>1</sup>

### Product Features

- + Cool Oral-B® Squish Grip® handle makes it easy for small hands to hold and control
- + Bright Color combinations
- + Favorite Disney® characters on the brushhead
- + Smaller brushhead for kids also limits toothpaste to the optimal pea-sized amount
- + ExtraSoft "flowered" bristles for gentle brushing
- + Center row of longer bristles designed for through cleaning of chewing surfaces - a problem area for many children
- + Blue Oral-B® Indicator® bristles monitor brushing performance and brushhead replacement



### More Product Information

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<sup>1</sup>Data on file

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## Oral-B CROSSACTION® POWER

Oral-B CROSSACTION POWER combines a clinically proven rotating PowerHead™ with CrissCross® bristles for more cleaning action in every stroke.

Its CrissCross bristles reach deep between teeth and along the gumline to lift and sweep away plaque, while the rotating PowerHead effectively surrounds teeth to loosen and whisk away plaque from surfaces and hard-to-reach back teeth. The result is a deeper, more complete clean.

CROSSACTION POWER features an ultra-thin handle with soft rubberized grip for greater comfort and control and offers a choice of an easily replaceable soft or medium brushhead.

### Product Benefits

- + Deeper, more complete clean
  - Lift and sweep away plaque deep between teeth and along the gumline
  - Helps clean hard-to-reach places
- + More cleaning action than the leading manual toothbrush
- + Significantly reduces gingivitis
- + Ultra-thin handle for greater comfort and control
- + Convenient, replaceable brushheads

### Product Features

- + Multi-Angled CrissCross bristles that reach deep between teeth to lift out and sweep away plaque
- + Rotating PowerHead loosens and whisks away plaque from surfaces, gumline and back teeth
- + Replaceable Brushhead with One-Touch™ release & lock button
- + Ultra-thin, SoftGrip handle designed for comfort and control
- + Available in both soft and medium bristles
- + Indicator® bristles fade halfway when it's time to replace your brushhead
- + Easy-Access Waterproof Battery compartment makes replacing batteries fast and easy
- + Battery Powered with 1 replaceable Duracell® AA Battery (included)

### BRUSHHEAD TYPES

- Soft, Medium
- Soft, Medium
- Soft, Medium
- Soft, Medium

### HANDLE COLORS

- Blue
- Magenta
- Violet
- Emerald



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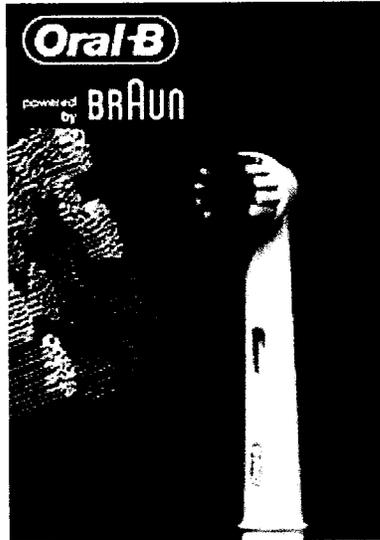
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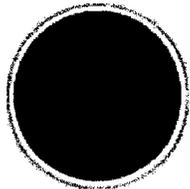
## Oral-B Power Brushheads

All Oral-B power brushheads are based on the compact rotary design pioneered by Oral-B. They all have soft end-rounded bristles and are clinically proven safe on teeth and gums.<sup>1</sup>

For most adults, the ideal brushhead is the Oral-B® FlexiSoft®, with unique FlexiSoft bristles and longer Interdental Tip bristles to reach between teeth. The Oral-B ExtraSoft provides a gentle brushing sensation due to its longer bristle filaments. If you have special needs like cleaning around bridges, crowns or implants, try the Oral-B® PowerTip® brushhead. The Oral-B Ortho is recommended for both adults and children with braces, since it is designed to clean around the orthodontic brackets.

For children, the Oral-B Kids' Power Brushhead has extra-soft bristles and a special longer row to clean chewing surfaces.

All Oral-B brushheads fit every Oral-B ProfessionalCare and AdvancePower power toothbrush, except the Oral-B® CrossAction® Power refill brushhead which only fits the Oral-B CrossAction Power toothbrush.



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### Detailed Model Information

#### Oral-B FlexiSoft Brushhead:



- + FlexiSoft® bristles bend when in contact with water to provide a gentle brushing sensation
- + Interdental tips to penetrate deep between the teeth
- + Indicator® bristles' color fades reminding of brushhead replacement need
- + Fits all Oral-B Power Toothbrushes (Rechargeable/Battery) except CrossAction Power.

#### Oral-B ExtraSoft Brushhead:



- + Indicator® bristles' color fades reminding of brushhead replacement need
- + Extra soft bristles texture
- + Fits all Oral-B Power Toothbrushes (Rechargeable/Battery) except CrossAction Power.

#### Oral-B® CROSSACTION® POWER Brushhead:



- + Multi-Angled CrissCross® bristles that reach deep between teeth to lift out and sweep away plaque
- + Rotating PowerHead™ loosen and whisk away plaque from surfaces, gumline and back teeth
- + Indicator® bristles fade halfway when it's time to replace your brushhead
- + Fits only the Oral-B® CROSSACTION® POWER Toothbrush

#### Oral-B Kids' Brushhead:



- + Indicator® bristles' color fades reminding of brushhead replacement need
- + Smaller brushhead with extra soft ("flowered") bristles.
- + Center row of longer bristles to effectively clean chewing surfaces
- Special Disney® characters with 6 different

- + characters
- + Fits all Oral-B Power Toothbrushes (Rechargeable/Battery) except CrossAction Power.

**Oral-B Power Tip® Brushhead:**



- + Interspace® brushhead specifically designed to clean interdental and hard-to-reach spaces
- + Fits all Oral-B Power Toothbrushes (Rechargeable/Battery) except CrossAction Power.

**Oral-B Ortho Brushhead:**



- + Orthodontic bristle trim specifically designed for orthodontic appliances
- + Fits all Oral-B Power Toothbrushes (Rechargeable/Battery) except CrossAction Power.

<sup>1</sup> Data on file  
© Disney

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**Power Products**

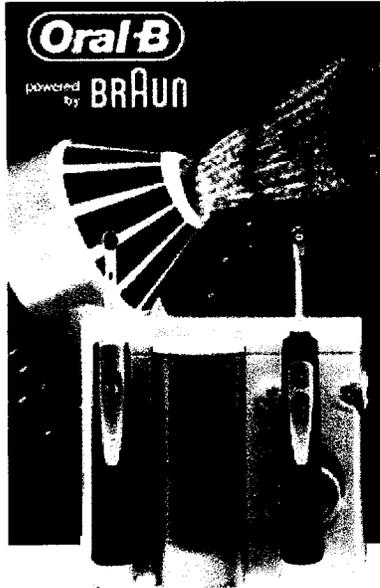
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## Power Products

- Oral-B ProfessionalCare 7000 Series
- Oral-B ProfessionalCare 5000 Series
- Oral-B AdvancePower 900 Series
- Oral-B AdvancePower Kids
- Oral-B AdvancePower 400 Series
- Oral-B AdvancePower 400 Kids
- Oral-B CrossAction Power
- Oral-B Power Brushheads
- Oral-B ProfessionalCare 7900 OxyJet® Center



## Oral-B ProfessionalCare 7900 OxyJet® Center

Oral-B ProfessionalCare 7900 DLX OxyJet Center combines the Oral-B ProfessionalCare 7850 power toothbrush and the world's first oral irrigator with unique micro-bubble technology. The OxyJet irrigator mixes air and water, then pressurizes it to form millions of long-lasting micro-bubbles designed to attack plaque bacteria. Used in conjunction with a toothbrush, the irrigator significantly reduces the bleeding and bacteria associated with gingivitis.<sup>1</sup>

### Clinically Proven Benefits

- + In an 8-week clinical study, Oral-B ProfessionalCare 7900 OxyJet Center was shown to improve gingival health when used together with tooth brushing<sup>1</sup>
- + Daily professional supra-gingival irrigation with Oral-B ProfessionalCare 7900 OxyJet Center was shown to prevent the development of gingivitis significantly better than a conventional irrigator<sup>2</sup>

### Product Features

- + The unique spiraling stream is designed for easy penetration below the gum line
- + A gently pulsating mono stream lets you pinpoint food debris
- + Convenient dial allows you to control the water pressure
- + Large water beaker (600 ml/20 fl. oz)
- + 4 color-coded nozzles

### Detailed Model Information

(for North America - models may vary in other geographies)



### ProfessionalCare 7900 DLX OxyJet Center:

- + Combines the Oral-B ProfessionalCare 7850 and the Oral-B OxyJet Irrigator
- + Built-in storage for four water jets and four brushheads

### Oral-B ProfessionalCare 7850 DLX:

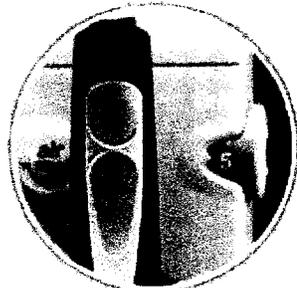
- + Built-in pressure sensor
- + 30-second Professional Timer
- + Charge indication light
- + Dynamic blue color

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- [where to buy](#)
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- [warranty](#)
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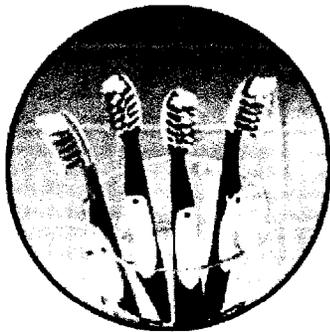
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## Manual Toothbrushes\*

Oral-B has produced the highest quality toothbrushes for more than 50 years. From adults to kids to mouths with special needs, this list will provide you with information to find the best fit for you and your family.



\* product catalog valid for NA only



### ➔ Oral-B® CrossAction® Vitalizer™

Clinically proven to reduce gingivitis and improve gum health in just 4 weeks.



### ➔ Oral-B® CrossAction® Toothbrush

Clinically proven\* to remove more plaque than today's leading brushes.

\*One time brushing studies



### ➔ Oral-B® Advantage® Plus

Outer-angled bristles gently massage and stimulate your gums, and help clean along the gum line.



### ➔ Oral-B® Advantage® Control Grip

Extra long bristles at the tip help clean hard-to-reach places.



### ➔ Oral-B® Indicator®

Blue Indicator bristles fade halfway so you know when to replace your brush. New ergonomically designed handle.



### ➔ Oral-B® Stages®

Designed for the various stages of children's growth and development, Oral-B Stages promises the best brush possible for each of these important periods.



### ➔ Specialty Toothbrushes

Find the right toothbrush for special needs like braces, dentures or gaps.

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## Manual Toothbrushes

[CrossAction® Vitalizer™](#)

[Oral-B CrossAction®](#)

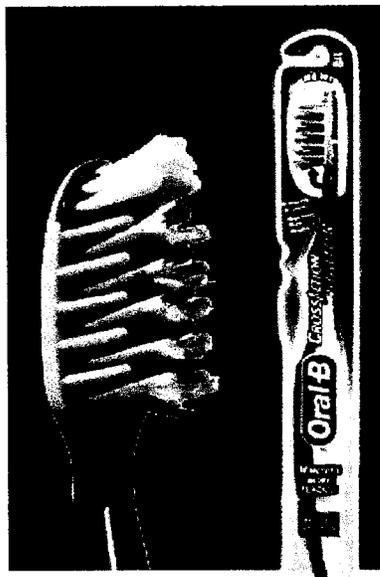
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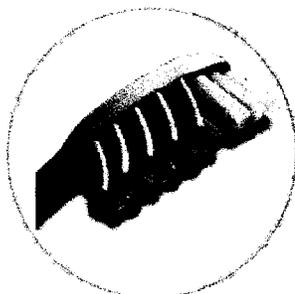


## Oral-B® CrossAction® Vitalizer™

New Oral-B® CrossAction® Vitalizer™ is clinically proven to significantly reduce gingivitis in only four weeks of use. It is also proven to reduce plaque between teeth by as much as 90 percent after one brushing.

### Product Features

- + Oral-B CrossAction's proprietary CrissCross® bristles are positioned in opposing directions and are designed to flex and then straighten, actively penetrating between the teeth and along the gum line to lift out and sweep away plaque.
- + Two rows of soft gum stimulators, positioned on either side of the brushhead, massage gums.
- + Multi-section elevated Power Tip® bristles at the front of the brushhead wrap around teeth and help to brush hard-to-reach areas.
- + Patented blue Indicator® bristles fade to signal that it is time to replace the brushhead.
- + A wide, ergonomically designed handle fits comfortably in the hand and offers a secure grip to maneuver the brush with precision.
- + CrossAction® Vitalizer™ is available in four different translucent handle colors: aqua, indigo, chartreuse and raspberry.



**More Product Information**

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### BRUSHHEAD SIZES

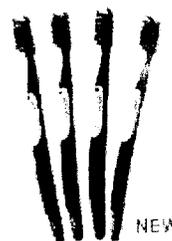
40 Regular

### BRUSHHEAD TYPES

Soft, Medium

### HANDLE COLORS

Aqua  
Indigo  
Chartreuse  
Raspberry



NEW

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## Oral-B® CrossAction®

You can be confident that you won't find a better manual brush than the Oral-B® CrossAction® Toothbrush. It has been clinically proven<sup>1</sup> to remove more plaque than leading toothbrushes.

### Product Features

- + Unique Oral-B® CrissCross® bristles are angled in opposing directions to lift out and sweep away plaque
- + Specially designed Oral-B® Power Tip® bristles are extra long to help clean hard-to-reach places
- + Blue Oral-B® Indicator® bristles fade halfway so you know when to replace your brush
- + Ergonomically designed handle with a rubber grip, features front and back thumb stops for firmer grip and extra control

ORAL-B® CROSSACTION® ALSO COMES IN FOUR NEW FABULOUS COLORS: OPTIC ORANGE, LUSCIOUS LIME, YAHOO YELLOW AND POWERFUL PINK.



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### BRUSHHEAD SIZES

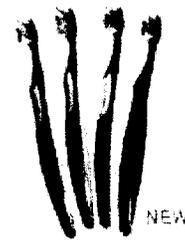
- 35 Compact
- 40 Regular
- 60 Full

### BRUSHHEAD TYPES

- Soft, Medium
- Soft, Medium
- Soft, Medium

### HANDLE COLORS

- Teal
- Plum
- Azure
- Coral
- Optic Orange
- Luscious Lime
- Yahoo Yellow
- Powerful Pink



<sup>1</sup> One-time brushing studies; Am J Dent, 2000, Special Issue, Vol. 13. U.S. only.

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## Oral-B® Advantage® Plus

We've taken our most popular toothbrush, Oral-B® Advantage®, to the next level. We've added outer-angled bristles to gently massage and stimulate your gums and help clean along the gum line. Oral-B® Power Tip® bristles increase access to hard-to-reach areas, while the Oral-B® Action Cup® bristles enhance cleaning.

### Product Features

- + Gum Massaging bristles - outer angled bristles gently massage and stimulate your gums and help clean along the gum line
- + Oral-B® Power Tip® bristles help you reach your back teeth
- + Blue Oral-B® Indicator® bristles fade halfway so you know when to replace your brush
- + Control Grip handle ensures complete comfort and control

### BRUSHHEAD SIZES

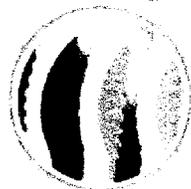
35  
40

### BRUSHHEAD TYPES

Soft, Sensitive, Medium  
Soft, Medium

### HANDLE COLORS

Green  
Violet  
Blue  
Mint Green



### More Product Information

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*CrossAction®  
now comes in four fabulous  
new colors.*

*Check out the new colors.*



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## Oral-B® Advantage® Control Grip

The Oral-B® Advantage® toothbrush provides unsurpassed cleaning effectiveness in its class. Only Oral-B® Advantage® combines Oral-B® Power Tip® and Oral-B® Action Cup® bristles that help clean hard-to-reach-places in your mouth.

### Product Features

- + Oral-B® Power Tip® bristles help you reach back teeth
- + "V" shaped bristles fit your teeth comfortably and securely
- + Blue Oral-B® Indicator® bristles fade halfway so you know when to replace your brush
- + Non-slip universal thumb grip gives you exceptional control over brushstrokes

### BRUSHHEAD SIZES

30  
35  
40  
60

### BRUSHHEAD TYPES

Soft  
Sensitive, Soft, Medium  
Soft, Medium  
Soft, Medium

### HANDLE COLORS

Green  
Violet  
Blue  
Mint Green



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## Oral-B® Indicator®

So smart, it reminds you when it's time for a new one. Did you know that a new toothbrush removes up to 30% more plaque than a 3-month-old toothbrush?<sup>1</sup> The blue Oral-B® Indicator® bristles on the Oral-B® Indicator® fade to white when it's time to replace your brush and its new ergonomically designed handle offers exceptional comfort and control.

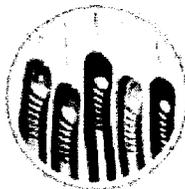
### Product Features

- + Blue Oral-B® Indicator® bristles fade halfway so you know when to replace your brush
- + Ergonomically designed handle for comfort and control
- + Polished end-rounded bristles are gentle on teeth and gums

BRUSHHEAD SIZES	BRUSHHEAD TYPES	HANDLE COLORS
30*	Soft, Medium	Blue
35	Extrasoft, Soft, Medium	Red
40	Soft, Medium	Light Green
60	Soft, Medium	Light Blue
		Light Purple

\* For professionals only

<sup>1</sup>J. Clin Dent 2002; 13: 119-124



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## Manual Toothbrushes

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## Oral-B® Stages®

[Stages 1](#) | [Stages 2](#) | [Stages 3](#) | [Stages 4](#)

As a parent, you know how much your child's teeth change during the developmental years. Oral-B® Stages® is the most significant advancement ever in children's toothbrush design. Hundreds of dental professionals and consumers participated in focus groups and product development studies to create a product for the various stages of your child's growth and development.

### Product Features

All of the four Oral-B® Stages® toothbrushes share several features:

- + The cushioned head helps protect tender gums from irritation
- + Handle stabilizers keep the brush steady on a flat surface, so applying toothpaste is easier. The brush stays clean by eliminating bristle contact with countertop surfaces
- + Our softest bristles ever still clean teeth effectively.

Each Oral-B® Stages® toothbrush addresses the "3Ds" that impact a child's oral care:

- + Dentition - The specific characteristics of a child's jaw and teeth at various stages of growth.
- + Dexterity - A child's ability to correctly grip a toothbrush to reach different areas of his or her mouth
- + Development - The factors that motivate children to brush, including cartoon characters and unique shapes and designs

### Oral-B® Stages® Toothbrushes

**Stages 1** - Ages 4-24 months. Designed for your baby's mouth from the moment the very first tooth appears, and fits perfectly in a parent's hand

**Stages 2** - Ages 2-4. Designed for toddlers whose first set of teeth is beginning to appear. They have a full set of first teeth by the end of this stage. Now they're learning to brush on their own

**Stages 3** - Ages 5-7. Designed for children whose permanent teeth are beginning to arrive

**Stages 4** - Ages 8 and older. Designed for children with a mixture of permanent and first teeth, gaps and tender gums

©Disney



*Stages toothpaste,  
featuring the same  
favorite Disney characters*

*Try them all.*



[Oralbkids.com](http://Oralbkids.com)

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## Specialty Brushes

[Interdental Brush System](#) | [Denture Brush](#) |  
[End-Tufted Brush](#) | [Sulcus Brush](#) |  
[Orthodontic Toothbrush \(Braces Toothbrush\)](#) | [Gum Stimulator](#)

A complete oral care routine should involve more than brushing your teeth, because even thorough brushing can't reach all the spaces between your teeth. Interdental products are great if you have special needs like large gaps, braces, or bridges.

### Product Features

#### [Interdental Brush System](#)

Cleans effectively around bridges, braces, and wide interdental spaces.

#### [Denture Brush](#)

Try the Denture Brush for freshness and effective stain removal. Go beyond effervescent cleansers for a more thorough clean.

#### [End-Tufted Brush](#)

Great for cleaning specific, difficult to reach areas such as crowns, bridgework, and between crowded teeth.

#### [Sulcus Brush](#)

Cleans along the gum line and is ideal for inflamed or sensitive gums.

#### [Orthodontic Toothbrush \(Braces Toothbrush\)](#)

Special "V" shaped bristles remove plaque around wires, braces, and teeth.

#### [Gum Stimulator](#)

Recommended by dentists to help clean, stimulate, and massage gums.

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• **Floss & Interdental**

• Toothpaste & Mouth Rinses

## Floss & Interdental\*

A complete oral care routine should involve more than brushing your teeth, because even thorough brushing can't reach all the spaces between your teeth. Flossing helps fight gum disease and keeps your mouth healthy. Interdental products are great if you have special needs like large gaps, braces or bridges.



\* product catalog valid for NA only



### ➔ Oral-B® SATINFloss®

The best dental floss from Oral-B. Preferred by patients, hygienists, and dentists 2 to 1 over Glide®.



### ➔ Oral-B® Ultra Floss®

Unique dental floss helps you start flossing right.



### ➔ Oral-B® Essential Floss™

Basic dental floss cleans where your toothbrush can't reach.



### ➔ Oral-B® Super Floss®

Special floss that is perfect for crowns, bridges, large gaps, or orthodontic appliances.



### ➔ Interdental Brush System

Cleans effectively around bridges, braces, and wide interdental spaces.



### ➔ Denture Brush

Try the Denture Brush for freshness and effective stain removal. Go beyond effervescent cleansers for a more thorough clean.



### ➔ End-Tufted Brush

Great for cleaning specific, difficult to reach areas such as crowns, bridgework, and between crowded teeth.



### ➔ Sulcus Brush

Cleans along the gum line and is ideal for inflamed or sensitive gums.



### ➔ Orthodontic Brush

Special "V" shaped bristles remove plaque around wires, braces, and teeth.



### ➔ Gum Stimulator

Recommended by dentists to help clean, stimulate, and massage gums.

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## Toothpaste & Mouth Rinse\*



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## Toothpaste & Mouth Rinse

Four new Oral-B® Stages® toothpastes complement the new Oral-B® Stages® toothbrush line. Kids will want to brush with Oral-B® Stages® saccharin-free, anticavity, fluoride toothpaste, featuring their favorite characters.

### Product Features

- + For younger children, Mickey Mouse and friends or Winnie the Pooh and friends fluoride toothpaste is available in a mild, fruity bubblegum flavor
- + Older children can choose from either Buzz Lightyear (Galaxy Fruit Blast flavor) or the Disney Princesses (Princess Pink Bubblegum flavor)
- + Unique dispensing method lets kids squeeze fun shapes
- + Effective cavity protection in a kid-tested, mild formula gel

©Disney/Pixar

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[→ Compare Oral-B Manual Toothbrushes](#)

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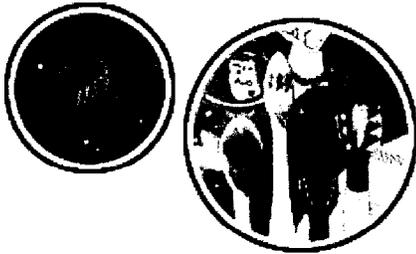
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## What's New

This section will grow and change to include new information about Oral-B.com as it becomes available. It will be updated frequently, highlighting new products, press releases, and new Learning Center areas.



### What's New in Products

#### Power Products

- [Oral-B ProfessionalCare 7000 Series](#)
- [Oral-B® CROSSACTION® POWER](#)

#### Manual Toothbrushes

- [Oral-B CrossAction® Vitalizer™](#)

### What's New in the Learning Center

Now you can explore the all-new Learning Center, including frequently asked questions, a glossary and other specific information for adults, kids and teens, and teachers. Visit this section to view or download information on oral hygiene, tips to promote better oral health, flossing, oral care during pregnancy, orthodontics and more. The new teaching tools section offers quality lesson plans and teaching aids to help teachers promote good oral health.

### What's New on this Site

The new "Contact Us" capability will allow you to quickly and easily get answers to your questions or email us directly with any questions or comments.

A new "Where to Buy" section helps you quickly see where our products are sold or conveniently purchase our products online with direct links to accounts.

If either German or Spanish is your preferred language, go to International Sites to visit either version.

### What's New in the Press Room

Oral-B is part of The Gillette Company. For any Oral-B press information, please visit [The Gillette Company Pressroom for Oral Care](#).

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● [Daily Oral Care](#)

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● [Special Conditions](#)

● [Teaching Tools](#)

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## Learning Center

Good oral care habits are essential to the lifelong health of your teeth and gums. And educating yourself and your children will help you to better understand and follow the recommendations of your dentist and hygienist.

Just follow this self-help guide for information on caring for your teeth and gums. Or use our [Find It](#) tool to search for particular topics that interest you.

[→ Have a question? See if it's in our Section](#)



### → Daily Oral Care

Get useful tips on improving your daily brushing and flossing routine.



### → Children's Oral Care

Get helpful advice on keeping your child's teeth and gums healthy during each stage of their development.



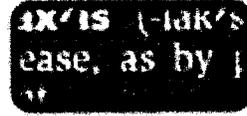
### → Special Conditions

Check out this section for help and advice on a variety of oral health topics, including tooth whitening and orthodontics.



### → Teaching Tools (for Teachers)

Quality lesson plans and teaching aids from Oral-B to help teachers promote good oral health care habits to last a lifetime.



### → Glossary

Check our glossary for definitions of a wide range of oral care terms.

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## Dental Professionals

This section was created to provide you with simple tools to find information about Oral-B products for your patients and your practice. You'll find a description of every product and an opportunity to request free product samples. You can search through an expanding database of clinical research related to our top-performing products, find advice and tips for your patients, and patient education handouts. So take a look around. We hope you find this information valuable.



### What's New

Learn about the newest Oral-B products, read the latest press releases, and find other important information.



### Order Samples & Patient Ed.

Order free professional trial samples so you can evaluate our latest products. Or order free patient education displays and brochures for your office, including coupons for your patients.

\*US Professionals only.



### Research

Search this database of clinical studies and abstracts about our products. You can search by author, product name, research topic, date or journal publication.



### Guaranteed Savings Plan

Make ordering premium oral care products easy by signing up for the Oral-B Guaranteed Savings Plan.\*

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### Products

View detailed product information about our in-office and home oral care products.



### Resources

You'll find downloadable patient education handouts, a convention calendar, continuing education courses and a guide to finding the appropriate Oral-B products for your individual patients' needs.

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## Where to Buy

### In the U.S.



Oral-B products are also sold at stores everywhere.

Find a selection of our popular oral care products online at:

*theEssentials*  
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[amazon.com.](#)

[CVS.com](#)

[drugstore.com.](#)

[Duane Reade](#)

For Subscription and Replacement Brushheads go to:

*theEssentials*  
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[→ Visit the Braun.com SERVICE CENTER for information on servicing your Oral-B product.](#)

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## Ask Us

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### ➤ Contact Us

If you have questions that were not answered in our FAQ section, you can contact us by mail, telephone, or e-mail.

### ➤ Where to Buy

Find out where to buy Oral-B products.

### ➤ Employment

Apply for a position at The Gillette Company online.

### ➤ Press

Visit the Oral Care Press Room at [www.GilletteNews.com/oralcare](http://www.GilletteNews.com/oralcare) to find the latest news about Oral-B products. The press room is continually updated with the latest press releases, product images, and other news, so please keep checking back.

### ➤ FAQ

This section contains quick answers to some of the most frequently asked questions.

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### Overview

The Oral-B brands have helped The Gillette Company become the worldwide leader in both the manual and power toothbrush markets. The Oral-B brand is the leader in the \$4.5-billion toothbrush category, marketing toothbrushes for children and adults as well as interdental products such as dental floss. The Oral-B brand includes power toothbrushes for adults and children, as well as interdental products such as irrigators and oral care centers.

Oral-B toothbrushes, the foundation and largest category of The Gillette Company's thriving oral care business, are used by more dentists and consumers than any other brand in the U.S. and in many international markets.

The Gillette Company, headquartered in Boston, Massachusetts, is the world leader in male grooming, a category including blades, razors, and shaving preparations. Gillette also holds the number-one position worldwide in selected female grooming products, such as wet shaving and hair epilation devices. In addition, the Gillette Company is the world leader in alkaline batteries.

For more information about Gillette, visit [www.gillette.com](http://www.gillette.com), where you will also find Gillette [investor information](#).



If you have questions about Oral-B products, [e-mail us](#) or contact us:

#### By phone:

Please direct all customer service requests to one of our toll-free numbers:

For Consumers: 1-800-566-7252

For Dental Professionals: 1-800-446-7252

#### By mail:

Oral-B Consumer Services

1 Gillette Park

South Boston, MA 02127-1096

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EXHIBIT

18  
1-15-01

FIRST LOOK

## A Little Brush, Reborn

By CHEE PEARLMAN

**S**AY goodbye to a product that is so familiar you probably don't know it's a classic. Say farewell to a design that has remained on the market longer than any other product of its type. While you're at it, bid adieu to an era that rewarded austere design on the drugstore shelf.

The original Oral B Indicator toothbrush, one of the last great mass-market product designs, is being retired in favor of a younger, more curvaceous model.

Braun, the über-modernist German appliance maker, developed the original Oral B Indicator in the late 1980's. (Both the Oral B company and Braun are owned by Gillette.) In

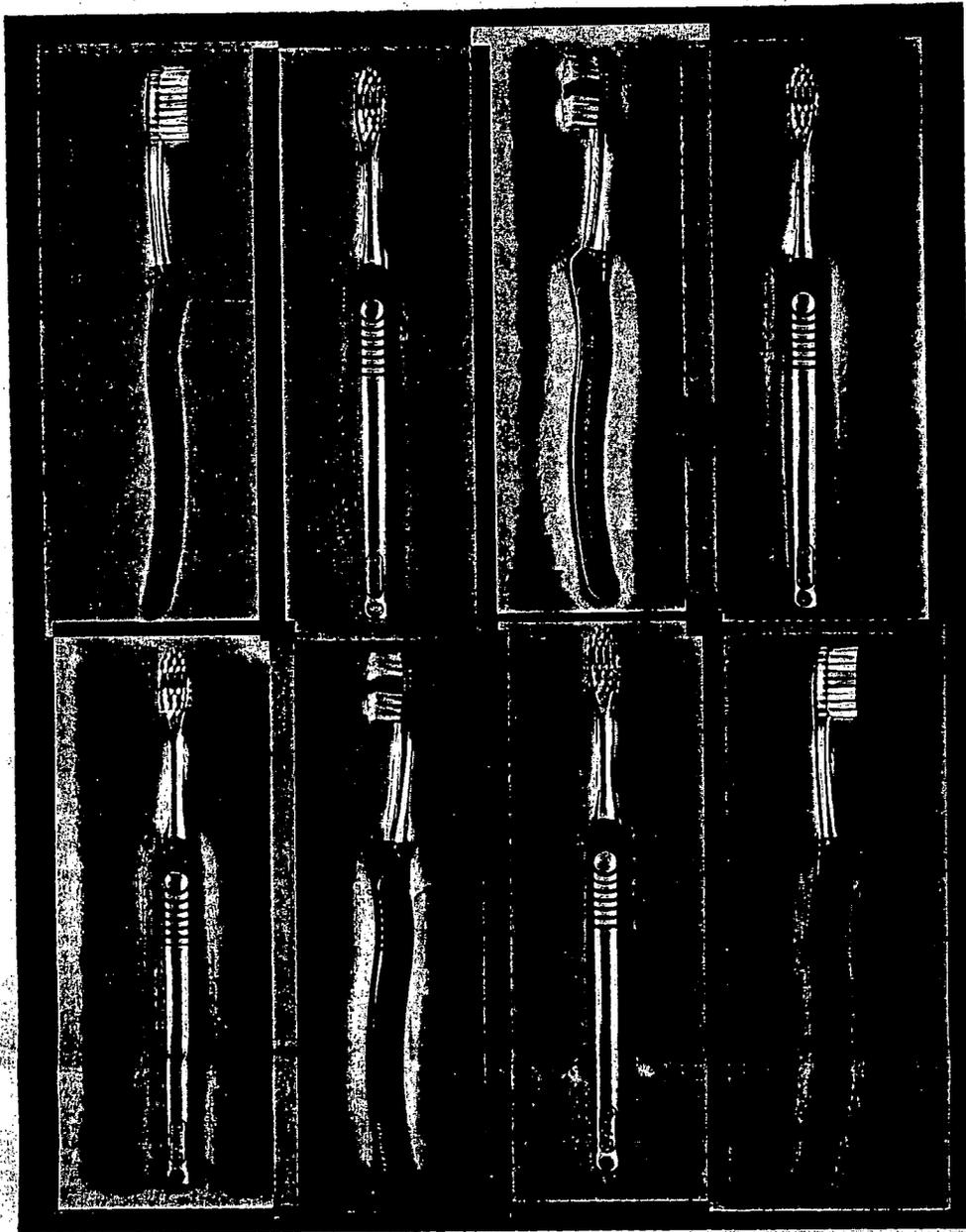
### A classic product design goes curvaceous.

keeping with the rigorous Braun aesthetic applied to everyday objects like travel alarm clocks and coffee pots by the company's design director, Dieter Rams, the Indicator was a minimalist piece of hand-held architecture that was mission-specific.

In this humble tool, every angle and rib was accounted for, each existing for the sole purpose of maneuvering a small brush around your every tooth. The brush is called the Indicator because its blue bristles turn white when it needs replacing.

In February 2001, in this tidy upscale Frankfurt suburb, where Braun is based, its design studios were asked to update the original indicator — without changing the name or the distinctive bristles — for an era that favors complexity in everything from technology-laden sneakers to coffee bars with dizzying selections. "The new one, with its big, overscaled curve, has a Mae West look, versus the original's Jean Harlow look — streamlined," said Don-

Continued on Page 4



Tony Omicini/The New York Times

OPEN WIDE Braun's redesigned Oral B Indicator is fighting off competition on drugstore shelves.

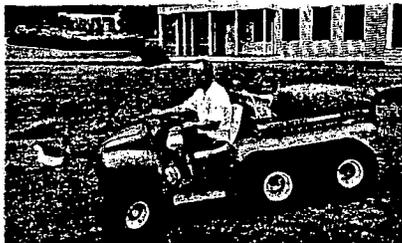
## Joy Rides (and Hayrides) for Weekend Farmers

By RALPH GARDNER JR.

GHENT, N.Y.

**T**HE aspect of the landscape that was most commented upon at a party this summer at Bob Peduzzi's weekend home here wasn't the recently installed Stonehenge-size boulders in the field. Nor was it the surly plastic coyote standing guard over the perennial garden, or even the view of the Catskill Mountains. What caught the guests' attention and stood like a piece of lawn sculpture not 10 feet from where they slipped Seyval blanc from the private Peduzzi vineyard was Mr. Peduzzi's new John Deere Gator.

Forget about golf carts, all-terrain vehicles, horses, tractors or any other mode of transportation that once sufficed to get the lord or lady around the manor. Come to think of it, forget about walking, too. The Gator, a cross between an A.T.V. and a pickup truck, but no louder than a riding mower, has become the backyard estate wagon for the homeowner



Rebecca Cooney for The New York Times

FLOOR IT Andrew Finkelstein and friends ride in his Gator, a modish conveyance for recreational farmers.

whose property encompasses two ZIP codes, and even those who like to make believe it does.

"When I started doing work upstate about 10 years ago, a guy would get a tractor no matter what, and he'd start pulling trees down," said Margie Ruddick, a landscape designer in Philadelphia. "Instead of football widows, there'd be tractor widows. Now it's Gators."

Mr. Peduzzi isn't alone in his affection for the vehicle. Other "lifestyle farmers," as they are called, who own Gators include Jimmy Buffett and Madonna, though she bought one for herself but for her father.

The country's most famous Gator owner is George W. Bush, who planned to use one of his green machines — he owns several, said Ken Golden, a John Deere spokesman — to slow President Vladimir Putin of Russia around his 1,600-acre ranch in Crawford, Tex., during a visit last November. "They are a little more compassionate than some horses," Mr. Bush said at the time. Rain forced them to use a pickup truck

Continued on Page 7

Gillette Canada Co. v. Robin Research Labs  
Opposition No. 124,984  
Opposer's (Gillette Canada Co.'s) Exhibit

18

FIRST LOOK

# A Little Brush, Reborn

Continued From Page 1. This Section...

old Albrecht, exhibitions curator at the Cooper-Hewitt National Design Museum. He added that the design firm seemed to be competing with the ratcheting up of luxury in the bathroom — the trend toward making it sensuous. Visually, Mr. Albrecht preferred the "indicator" of old: "It had a clean, hygienic quality, like a good porcelain sink."

During the "indicator's" market dominance (more than a \$2 billion have been sold in America since its introduction in 1951), it was an almost compulsory accessory of daily life, stored in toothbrush holders throughout America.

**A straight-edged toothbrush adds an oval head and softens the handle.**

Today the indicator, straight-edged and translucent, is being upstaged by a wealth of multicolored curves, squiggles and biomorphic shapes made by Colgate, Reckitt and Aquafresh that preen coquettishly in the expanding toothbrush racks in America's drugstore shelves.

Headed by Jill Walker, a 37-year-old product designer, the design team set out to create a new version in all the same narrow, American toothbrush holders as its predecessor, interviewed by the studio and named "prototypes."

Mr. Walker described the long winding path to the final design, with its gently swooping shaft and soft ergonomic handles, which has already begun to appear on store shelves.

**Q. What is so difficult about designing a toothbrush?**

**A. The challenge is that it looks very simple, and it is really very complex**

because every detail is important. If I tell people I'm a designer of manual toothbrushes and the process takes say, half a year, they think I am crazy.

**Q. Is the complexity in the handle or the bristles?**

**A. Actually, it's humans that are complicated. If you think about how everyone has different hands and there are a lot of different ways to use a toothbrush, and one toothbrush has to accommodate all of those variables, you realize the difficulty.**

**Q. So how do you go about the design?**

**A. We start building models very quickly, and we make dozens of them. That's important because the toothbrush lives or dies based on the way it feels in your hand. You can make beautiful renderings, but they can't give you the information you need to evaluate the form. From the beginning, one big question was how far should we move from the straight indicator design. We also wanted to investigate using a second, softer material integrated into the handle.**

**Q. One thing that was clear very fast was how the head would look. We decided to move away from the rectangular head and instead use the oval-shaped head that was already on the market because it feels better in your mouth and looks more shape-**

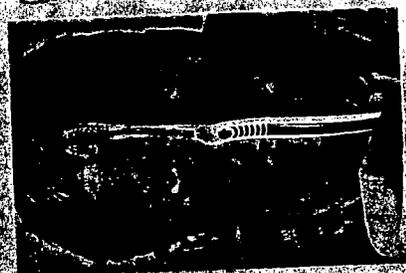
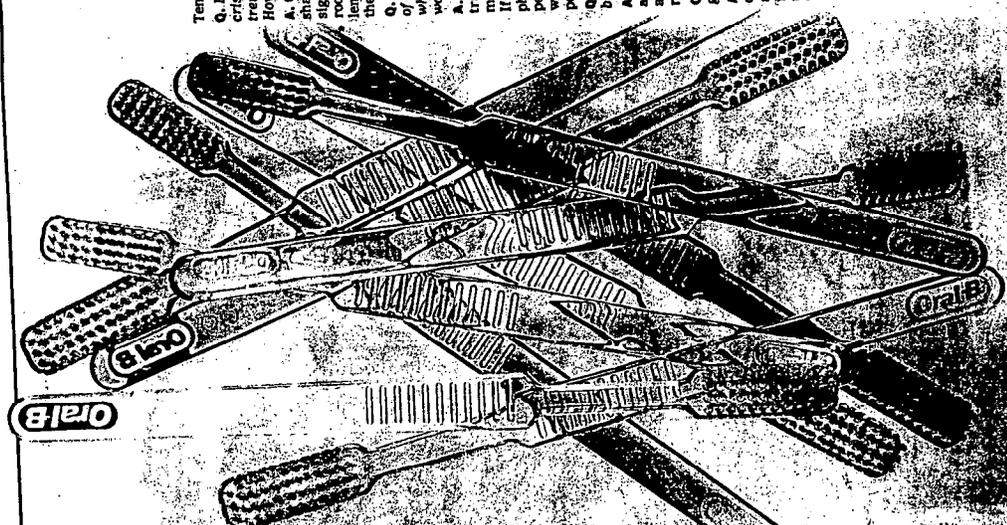
**by.**

**Q. Why is the original indicator toothbrush being put out to pasture?**

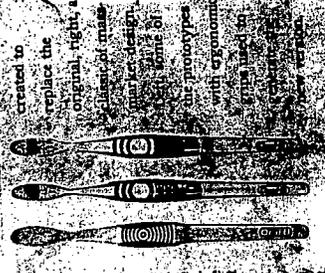
**A. The fact was that sales were down. And for the same price, competitive products have more volume in the handle and additional soft materials, so it became easy for the consumer to switch to a product that looked more valuable.**

**Q. Do you believe in the "green" indicators?**

**A. It's a classic product without any unnecessary detail. I'm sure a lot of people liked it and bought it because it is so plain. You can say it's a toothbrush that is reduced to only the absolute basic necessities. But I'm sure that more consumers will think that the new design is more appealing, more valuable.**



LOW RISES: Jill Walker, above, with the new version of the Oral-B Indicator he created to replace the original, right, a classic of mass-manufacturing. Mr. Walker described the long winding path to the final design, with its gently swooping shaft and soft ergonomic handles, which has already begun to appear on store shelves.



**Q. What improvements have you made with the new indicator?**

**A. From the beginning, we wanted to use a high-quality plastic like the original. Then we introduced a less-and, softer material for the thumb**

Ten years ago, that didn't exist.

**Q. Braun has built its reputation on crisp, hard-edge designs, and yet the trend now is toward organic and soft. How do you reconcile the two?**

**A. Our challenge is to find new shapes; we're looking for new designs while trying not to forget our roots. That's a very difficult challenge. It's a very small path to find the right way.**

**Q. You also now have the challenge of designing for the global marketplace. What way does that influence your work?**

**A. It means that you can't make extraordinary design. You have to make a design that's for everybody. If you try something that's too sophisticated, and it's clear that only 20 percent of the users will like it, you will fail, no matter how much you personally love it.**

**Q. How do you determine if a toothbrush design is working?**

**A. Oral B does a lot of market testing and focus groups. But usually I have a feeling for it. You know it from the reaction you get.**

**Q. What do you learn from the focus groups?**

**A. They are asked what they like and don't like about the visual appearance. Then they are asked to take it in their hands, and they describe their response to their favorite out of the group and compare it to competitive products. It's useful to see how people think, but as a designer, it's a brutal process. You can't tell them their opinion is wrong!**

**Q. In my opinion, market research is important, but it shouldn't be the only basis of your design decisions. It doesn't look forward to where the market will be in five years.**

**Q. Which kind of toothbrush do you use at home?**

**A. I'm constantly trying different toothbrushes. There are probably 10 toothbrushes in my bathroom.**

**Q. How do you know when to stop? Do you have a process to follow you?**

**A. Toothbrushes now sit in a store for a long time. They are kind of like a noisy so that people see them and they say, "Oh, what's this?"**

accessory, similar to a telephone switch, which is a classic of mass-manufacturing.

**Q. Toothbrushes now sit in a store for a long time. They are kind of like a noisy so that people see them and they say, "Oh, what's this?"**

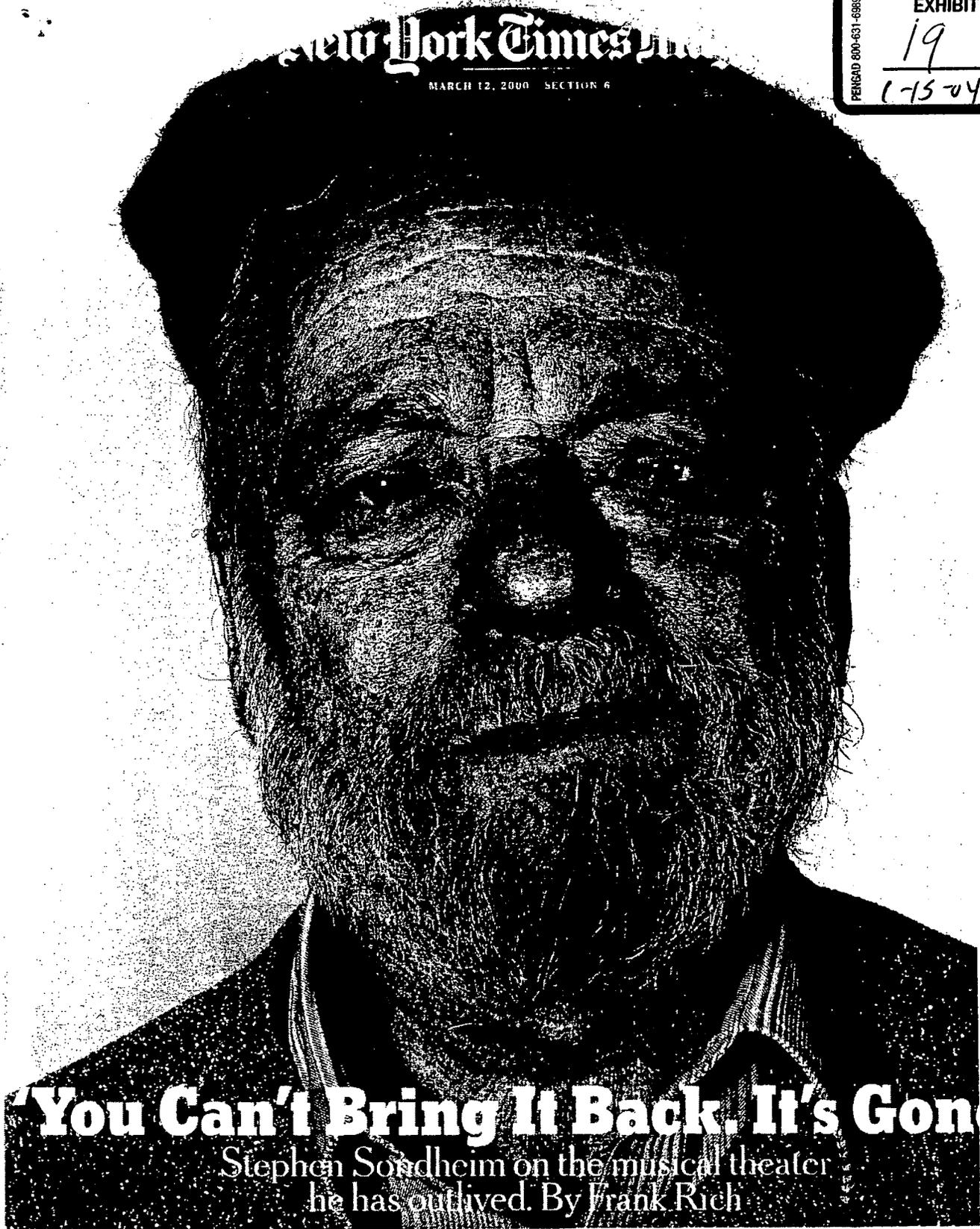
and left, which were worked on many variations and tried many types of grips. The whole handle still had to be slim enough to fit in a toothbrush holder. There was nothing we could do about that.

**Q. How do toothbrushes become a style?**

**Q. What improvements have you made with the new indicator?**

**A. From the beginning, we wanted to use a high-quality plastic like the original. Then we introduced a less-and, softer material for the thumb**

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1-15-04



# You Can't Bring It Back. It's Gone

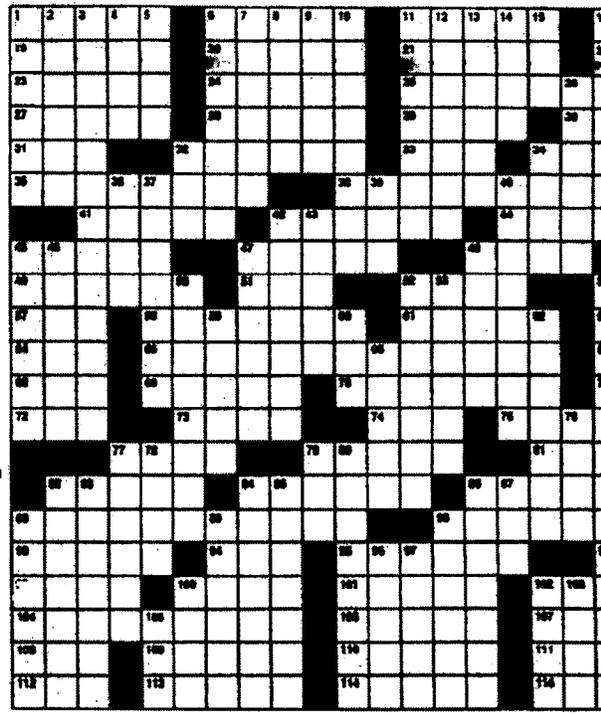
Stephen Sondheim on the musical theater he has outlived. By Frank Rich

# WEARING O' THE GREEN

BY ELIZABETH C. GORSKI / EDITED BY WILL SHORTZ

- ACROSS**
- 1 Shook, maybe
  - 6 Quarrel
  - 11 Animal that has kittens
  - 16 Litterae or poetica
  - 19 Impersonations
  - 20 Sky box locale
  - 21 Fish may be kept in it
  - 22 Lovey
  - 23 Soave
  - 24 Lethargy
  - 25 1989 Al Pacino movie
  - 27 Trumpeter Red
  - 28 Gang types
  - 29 Director Reiner
  - 30 "Understood!"
  - 31 Roguish
  - 32 Grandchild of Japanese immigrants
  - 33 Tony-winning Hagen
  - 34 13th-century invader
  - 35 People to hang out with
  - 38 Former U.S. Open site
  - 41 Stable sounds
  - 42 Went to the top
  - 44 Relieves
  - 45 Like some pond life
- DOWN**
- 47 Bygone New York newspaper
  - 48 Brave
  - 49 Sitting room?
  - 51 "Uncle Tom's Cabin" girl
  - 52 "Shoulda, woulda, coulda" thinker
  - 54 Soccer star Hamm
  - 57 Chat room abbr.
  - 58 Goes (for)
  - 61 Dark
  - 63 Passbook entry: Abbr.
  - 64 N.H.L. conference div.
  - 65 It's good when they're extended
  - 67 Broadcasting inits. since 1970
  - 68 Number after cinque
  - 69 Cause of some skids
  - 70 Get rid of
  - 71 Calendar abbr.
  - 72 Quick scores?
  - 73 "Dear" ones
  - 74 Many a state name in D.C.
  - 75 Dyes
  - 77 Muffin ingredient
  - 79 Sky boxes, perhaps
  - 81 It's for the birds
  - 82 Thin as
  - 84 Keyboard key
  - 86 Arrived
  - 88 Wizard's home
  - 90 Like some covers
  - 93 Desires
  - 94 Mythical bird
  - 95 Hard roll?
  - 98 "— Had It" (1959 hit)
  - 99 D.C. regulators
  - 100 "— Breckinridge"
  - 101 Flutist's embellishment
  - 102 Gluts
  - 104 Numskulls
  - 106 Rugged ridge
  - 107 Trust fund babies, often
  - 108 Titus, e.g.: Abbr.
  - 109 Cuts corners?
  - 110 Something to read word for word?
  - 111 Began
  - 112 River to the Irish Sea
  - 113 Certain Oldsmobile
  - 114 They can hold water
  - 115 Practices
- DOWN**
- 1 Ohio River tributary
  - 2 Artemis's twin
  - 3 "Witness" co-star
  - 4 — Stanley Gardner
  - 5 Actress Cannon
  - 6 Runway moves
  - 7 Sings "Rock-a-Bye Baby"
  - 8 Tow truck attachments
  - 9 It's positive
  - 10 Wagner's final work
  - 11 Eclipse
  - 12 Like stainproof fabric
  - 13 They're fit for a princess
  - 14 Organic compound
  - 15 One who cries foul?
  - 16 Last Supper guest
  - 17 Lets on
  - 18 Bull market necessities?
  - 26 Be a go-between
  - 32 Pacifier
  - 34 Where, to a whaler?
  - 36 Carrier at J.F.K.
  - 37 Matadors' duds
  - 39 Run-of-the-mill: Abbr.
  - 40 Most overcome
  - 42 Reds
  - 43 Big name in brushwork
  - 45 "Finally!"
  - 46 Made "moonlight requisitions"
  - 47 "ER" doctor played by Laura Innes
  - 48 Where cows are sacred
  - 50 Is a blabbermouth
  - 52 Steamroll
  - 53 Sam and Ben
  - 54 There's no use in this
  - 55 Does data work
  - 56 Napping
  - 59 Marketing device
  - 60 Iberian Mrs.
  - 62 Marathon mementos
  - 66 Fall off
  - 76 "— cannot be!"
  - 77 Something screwdrivers can help make
  - 78 Small estuaries
  - 79 Krazy —
  - 80 Negative reaction
  - 82 1996 song by Rebecca Blake
  - 83 Mold anew
  - 84 Harsh critic
  - 85 "Three Musicians" artist
  - 86 They're boring
  - 87 "... — quit!"
  - 88 Skipped out, in a way
  - 89 Common refrigerator
  - 90 Bumble
  - 91 Loath
  - 92 Good lends
  - 96 Traff
  - 97 Feud
  - 100 Knd
  - 102 Bygo
  - 103 Sleek
  - 106 Abbr. appe
  - perce

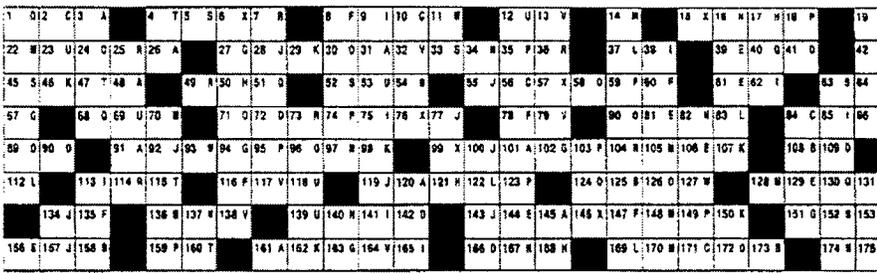
For any three answers, call from a touch-tone phone: 1-900-854-CLUE 95¢ each minute.



## ACROSTIC

BY EMILY COX & HENRY RATHVON

Guess the words defined below and write them over their numbered dashes. Then transfer each letter to the correspondingly numbered square in the pattern. Black squares indicate word endings. The filled pattern will contain a quotation reading from left to right. The first letters of the guessed words will form an acrostic giving author's name and title of work.



- A. Hapless hunter of "Merrie Melodies" (2 wds.)  
185 31 161 3 101 91 128 32 48
- B. Tynar  
34 125 158 42 108 136
- C. Gossamer with a charming song  
18 171 133 7 21 36 118 41
- D. Deceitfully, extremely (hyph.)  
166 72 142 109 89 38 126 41
- E. Marsupial with an opposable toe  
41 164 129 186 136 81 39
- F. Victim of a notable 1950 heist  
116 7 78 135 147 68
- G. Fast-breaking style of basketball offense (hyph.)  
131 27 28 43 132 182 94 183 47
- H. The Monitor or the Virginia, e.g.  
131 131 148 17 133 177 38 148
- I. Cajun crayfish stew  
75 113 141 3 42 38 85 183
- J. Farical Broadway hit by Michael Frazn (2 wds.)  
28 186 134 143 137 77 82 33 118
- K. One photo finish result (2 wds.)  
29 19 87 158 46 98 162 187
- L. Corner of the term "doubtthink"  
37 122 165 66 83 112
- M. Determinant of color in optics  
22 14 97 185 168 25 128 85 44 178
- N. Post section of San Francisco (2 wds.)  
167 18 174 137 34 82 111
- O. Puffed out, as a hairstyle  
124 96 38 71 88 98 24 172
- P. Despicable coward (2 wds.)  
125 149 183 93 33 74 39 139 18
- Q. "— everybody, but cut the cards" (Finley Peter Dunne)  
1 31 48 138 68
- R. Follower of the Cyrenaic school of philosophy  
114 25 7 73 36 184 133 49
- S. Radical action to protect the e  
175 45 3 33 52 83 T
- T. Double-breasted jacket; joint  
64 47 175 168 113 7
- U. Division unit based on pairs (2 wds.)  
23 139 68 12 33 118
- V. Base for the House of Hapsburg  
164 117 138 13 79 43
- W. Earl executed under Elizabeth  
134 11 127 78 93
- X. Congressional voting method  
76 37 99 88 146 6 T

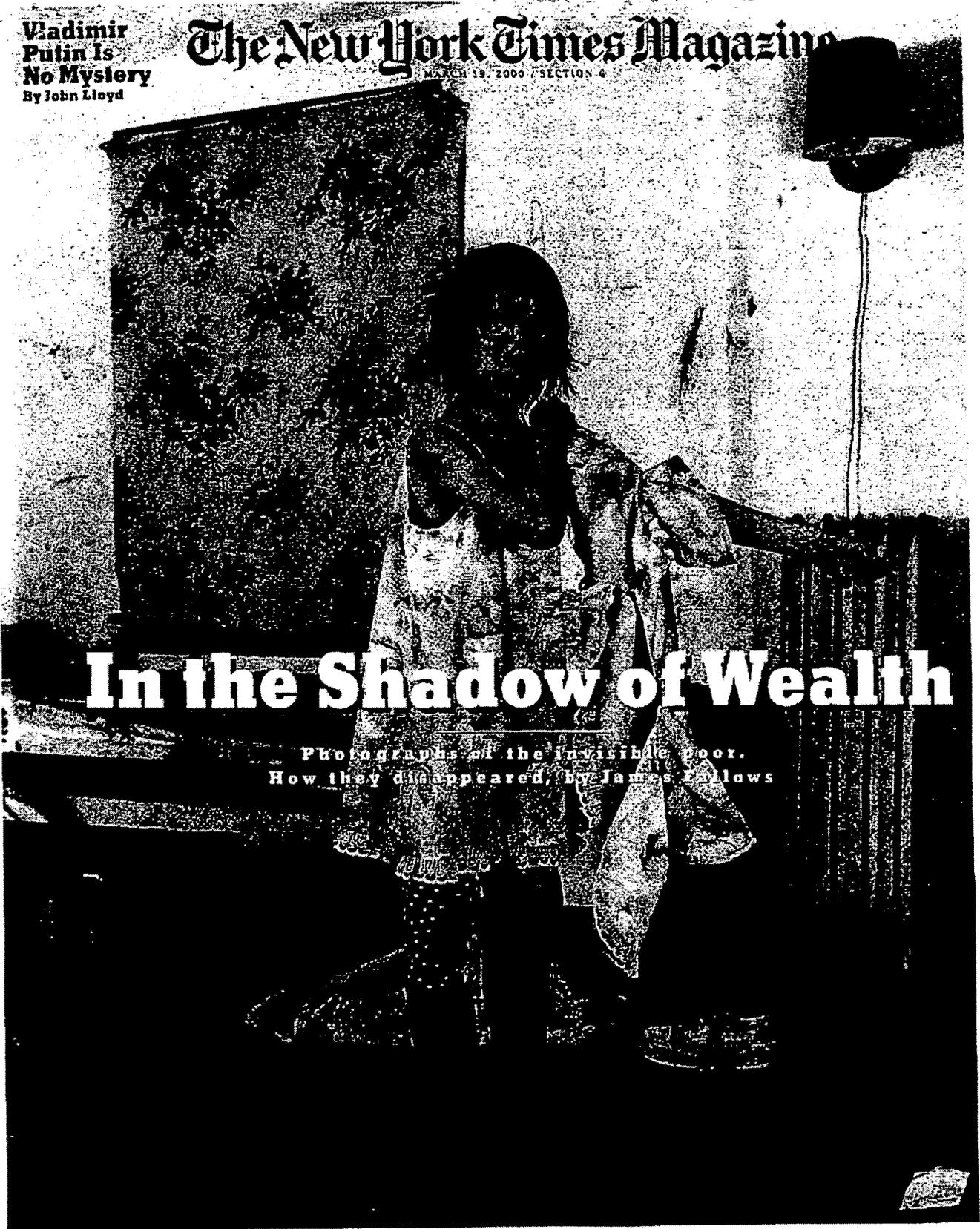
Vladimir  
Putin Is  
No Mystery  
By John Lloyd

# The New York Times Magazine

MARCH 19, 2000 / SECTION 4

## In the Shadow of Wealth

Photographs of the invisible poor.  
How they disappeared, by James Fallows



imagine ill-planned urban growth ruining a forest where he likes to hike.

**W**HAT ABOUT the rest of America, denied the billion-dollar fortunes but riding comfortably in technology's lee through a decade of full employment and growing 401(k)'s? We're different from the tech elite, as long as we operate in the realm where money is still real rather than symbolic. Perhaps the very reality of money explains one journalistic oddity: I found it far easier to get people worth \$100 million to talk about their wealth than the typical lawyer, consultant or recently promoted corporate manager. Professional models can talk with detachment about their beauty, because it's an established, independent entity — like fortunes for the newly wealthy, and unlike economic standing for most of us.

Compared with the software elite, the professional-class American finds it easier to imagine financial ruin. Compared with technology employees, people who work in almost any other industry are brought into closer day-by-day contact with the ongoing tangles of black-white racial issues. And compared with the C.E.O.'s who start high-tech companies and the clever programmers and designers they employ, Americans of comparable intellectual power outside the industry spend more time thinking about public policy issues (which would not be hard, since the standard tech official spends almost none). But there is a great similarity between the view from the top and the view from the

next few tiers: the increasing haziness and "Oh, yes, now that you remind me" nature of the view of the poor.

In part this is a matter of simple party politics. "During the Reagan years, at least you had an opposition party to draw attention to poverty," says Arianna Huffington, the syndicated columnist. "Because there has been a Democrat in the White House who is supposed to care about their issue, a lot of people on the Left have lost their voices."

Jamie S. Gorelick, vice chairman of Fannie Mae, notes an encouraging rise in volunteer social service but says, "I have a pessimistic view, we're not talking about poverty as much as we should be and we don't have the degree of public effort that we should have."

And Bill Shore, executive director of Share Our Strength, which works to fight hunger and poverty, echoes those thoughts: "In a perverse way prosperity hides poverty," he says. "During a recession or hard economic times, you'll read lots of stories about people out of work or homeless people. During a boom it seems unimaginable even if it's going on. Society at large is so consumed with how wealthy it is becoming that it leaves little mind share for anything else."

To an even larger extent, it reflects either the fatigue or the maturation of thinking about policy. "Since so many people have been absorbed in the work force, the ones that haven't are relatively worse off," says Frank Raines of Fannie Mae. "A lot of the people who are not 'in' yet are having trouble dealing with society. You've got people in very rural areas, Indian reservations, central cities, who have almost no contact with the mainstream society. They don't know what the rules of the game are, how you interview, how you go about seeking a job, what you do if you're late. There's

a huge socialization need to bring people into contact with the rest of the world."

Steven Rattner, a former deputy chairman at Lazard Frères and a prominent supporter of Al Gore, says: "The people I talk with — well, I guess I wish they thought and talked about it more than they do." But like most other people thinking and talking about the issue, he suggests that the only available remedies are indirect and long-term. "The one thing I'm sure of is that the way to solve the problem is not by taxes. First you understand the problem, which is a shift in the demand for labor. There have been huge increases in the demand for skilled labor, so wages have gone up, and falling demand for unskilled labor, so wages have gone down. Once you agree that that's the main problem, then the solution becomes fairly obvious: you have to train people to compete for better jobs, which will also reduce the supply of unskilled workers and force up wages at McDonald's."

And there is also the distance caused by politics in the deepest sense. "There is a historical puzzle to work out," says Michael Sandel, a professor of government at Harvard. "Today's accumulation of enormous wealth is unparalleled since the last Gilded Age. But the Gilded Age of a century ago brought in its wake a wave of progressive reform and public investment — in parks, libraries, schools, and municipal projects. Today's gilded age, by contrast, hasn't generated any comparable resolve to ease the effects of inequality by strengthening public institutions."

Underneath all the incidental explanations, Sandel says, lay a shift in the conception of what a "nation" was and what might hold a national community together. "If you look back to the Progressive Era," he says, all of those public un-

dertakings were consciously part of nation building. "Teddy Roosevelt spoke of a new nationalism. Government undertook to regulate big business and the effects of great wealth, in the name of the national interest. There were appeals to a sense of national community, and to the mutual responsibilities of citizens of the nation, that don't seem so readily available today."

And the root of the difference may be, he suggests, that the first Gilded Age attended the growth of a national industrial base and economy, whereas today's second wave largely reflects the emergence of a global economy with global markets. Its beneficiaries pay less attention to national borders when it comes to exploring markets, and seeking finance, and recruiting workers — and feeling connection to other "citizens." "There is something very abstract and distant about the dependencies

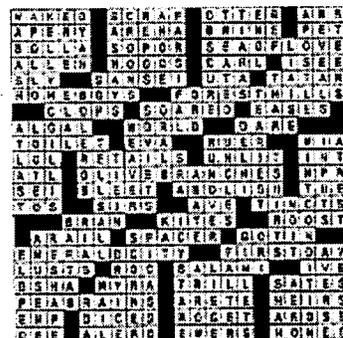
of the new economy. This may have to do with the lack of the summons to a sense of community now."

And there may be other explanations: national problems thing when considered strictly — "poverty equality," "racism" lems stated as if debate topics. That altogether different connected with things — real or fictional. Rosa Parks. girls blown up in : ham church in : faces and families ert Kennedy disc Appalachia in the that Michael H Robert Coles and the era depicted in

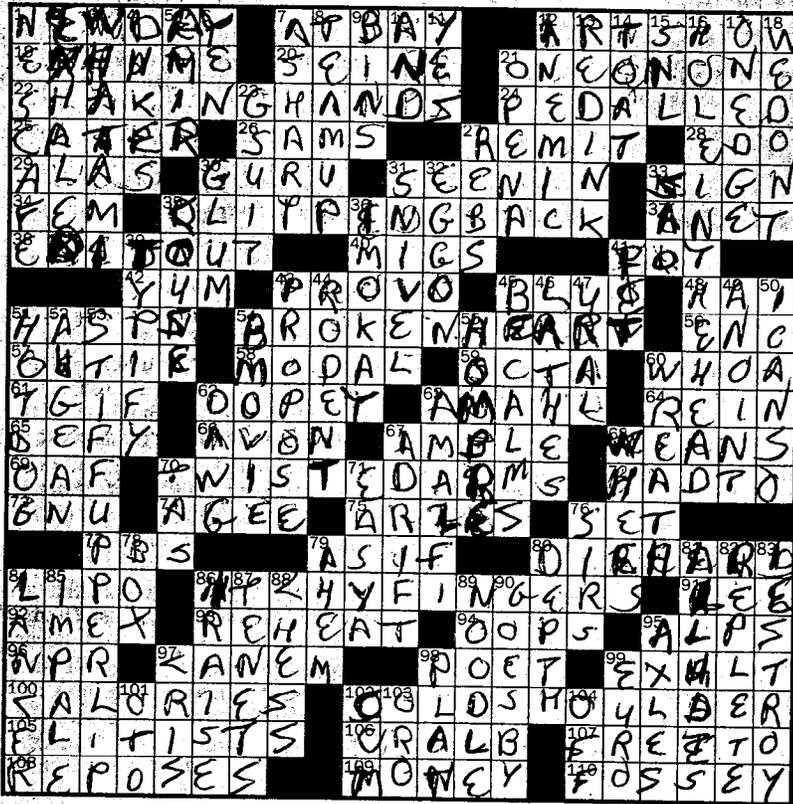
These days, "t are like "the Rw: problem without face. I never knew of the Russian v the cleaning crew want to ask. ■

## ANSWERS TO PUZZLES

OF MARCH 12, 2000



# THE JOURNAL CROSSWORD / Edited by Mike Shenk



- 93 Warm the coffee
- 94 Klutz's cry
- 95 Challenge for Hannibal
- 96 "Fresh Air" ailer
- 97 Cave
- 98 Meter man
- 99 Be happy
- 100 Mealtime count
- 102 Comp claim from an ignored edge-of-the-road worker?
- 105 Snobs
- 106 Toothbrush brand
- 107 Mario Thomas book "\_\_\_ Be You and Me"
- 108 Takes a rest
- 109 It talks
- 110 Gorilla researcher Dian
- 39 Epitomize
- 41 Sulky state
- 43 Make an offer
- 44 Muskrat or mouse
- 45 Soothes
- 46 Shop turners
- 47 Caspian feeder
- 49 Bless
- 50 Playground rebuttal
- 51 Frank
- 52 Like stables of myth
- 53 Comp claim from a courageous trumpeter?
- 54 Schlocky film
- 55 1967 Paul Newman film
- 60 Winner's circle circle
- 62 Buddy, in hip-hop slang
- 63 Town on the Gulf of Salerno
- 67 Aimless
- 68 Roller coaster cries
- 70 Prof. helpers
- 71 Gut course, perhaps
- 76 No longer common letter opener
- 78 Go a bout
- 79 Call for attention
- 80 Pool marking
- 81 Refers
- 82 Full
- 83 Wipe out
- 84 Mitsubishi sedan
- 85 Stick on the spit
- 86 Declaration from one with four kings
- 87 Principles
- 88 32-man game
- 89 Improvise tunes
- 90 Passes
- 95 Auto parts
- 97 Collinsworth of gridiron fame
- 98 Map out
- 99 Mark supplanter
- 101 Ear: Prefix
- 102 Web address part
- 103 Acapulco gold
- 104 Not quite right

### Down

- 1 Folgers rival
- 2 Puffed
- 3 Riddle question
- 4 Boxer's paws
- 5 Islamic prince
- 6 Ginza get
- 7 One of the black keys
- 8 Join forces
- 9 Dumpsters, e.g.
- 10 "So...?"
- 11 "You betcha!"
- 12 Weak
- 13 Metaphor for debt
- 14 Perfectly
- 15 NBC show since 1975
- 16 Comp claim from a none-too-swift Fearless Fosdick?
- 17 Anxious
- 18 Tina Turner's \_\_\_ Need Another Hero"
- 21 \_\_\_ can of worms
- 23 Test pilot's attire
- 27 Pickett's men
- 30 Long-faced
- 31 Whine
- 32 Incite
- 33 \_\_\_ Tomé
- 35 W.C. Fields persona
- 36 "It didn't hurt a bit!"

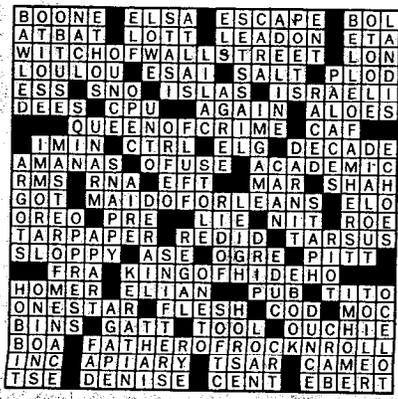
### Workers' Comp / by Manny Nosowsky

#### Across

- 1 Eternal dawner
- 7 Powerless
- 12 Mobile home?
- 19 Get out from under?
- 20 Champagne for
- 21 Coup battle
- 22 Comp claim from a nervous crew of greeters?
- 24 Biked, in Bristol
- 25 Provide with a good reception?
- 26 \_\_\_ Club (Wal-Mart offshoot)
- 27 Send as payment
- 28 Conductor de Waart
- 29 Sighed effect
- 30 Spiritual adviser
- 31 Escorted by a butler, perhaps
- 33 Hint of the future
- 34 Like the Fr. "la"
- 35 Comp claim from a lapsed footballer with bad footing?
- 37 Work without \_\_\_
- 38 Delete, as expletives

- 40 Russian air defense
- 41 Pan pal?
- 42 Music to the cook's ears
- 43 Brigham Young University site
- 45 American Express card with a smart chip
- 48 "Bali \_\_\_"
- 51 Door fasteners
- 54 Comp claim from an unhappy Valentine deliverer?
- 56 SASE, e.g.
- 57 Navel formation
- 58 Form-related
- 59 Penta- plus three
- 60 "Hey, stop right there!"
- 61 Pre-weekend "whoopie!"
- 62 Bashful buddy
- 63 Menotti's shepherd boy
- 64 Bit attachment
- 65 Fly in the face of
- 66 Rugby river
- 67 Walk in the park
- 68 Withdraws by degrees
- 69 Klutz
- 70 Comp claim from an ironic gun dealer?
- 72 "Couldn't help it!"
- 73 Serengeti grazer
- 74 "A Death in the Family" writer
- 75 2,000-year-old French city
- 76 Shooting site
- 77 Home for Big Bird
- 79 "A likely story!"
- 80 Bitter-ender
- 84 Tang Dynasty bard
- 86 Comp claim from an impatient banjo player?
- 91 Loser at Antietam
- 92 Nasdaq alternative

#### Last Week's Solution



**Journal Link:** For an interactive version of the Journal Crossword that can be solved online, see the online Journal at [WSJ.com](http://WSJ.com).

WSJ FRIDAY, NOVEMBER 14, 2008



THE WALL STREET JOURNAL.

Gillette Canada Co. v. Robin Research Labs  
 Opposition No. 124,984  
 Opposer's (Gillette Canada Co.'s) Exhibit



**THE WALL STREET JOURNAL.**  
ONLINE

November 21, 2003

**Crossword Solution: Workers' Comp**

NEW	DAY	AT	BAY	ART	SHOW				
EX	HUME	SE	INE	ONE	ONE	ONE			
SH	AKING	H	ANDS	P	E	D	A	L	L
C	A	T	E	R	S	A	M	S	R
A	L	A	S	G	U	R	U	S	E
F	E	M	S	L	I	P	P	I	N
E	D	I	T	O	U	T	M	I	G
	Y	U	M	P	R	O	V	O	B
H	A	S	P	S	B	R	O	K	E
O	U	T	I	E	M	O	D	A	L
T	I	G	I	F	D	O	E	Y	A
D	E	F	Y	A	V	O	N	A	M
O	A	F	T	W	I	S	T	E	D
G	N	U	A	G	E	E	A	R	L
P	B	S	A	S	I	F	D	I	E
L	I	P	O	I	T	C	H	Y	F
A	M	E	X	R	E	H	E	A	T
N	P	R	C	A	N	E	M	P	O
C	A	L	O	R	I	E	S	C	O
E	L	I	T	I	S	T	S	O	R
R	E	P	O	S	E	S	M	O	N

Updated November 21, 2003

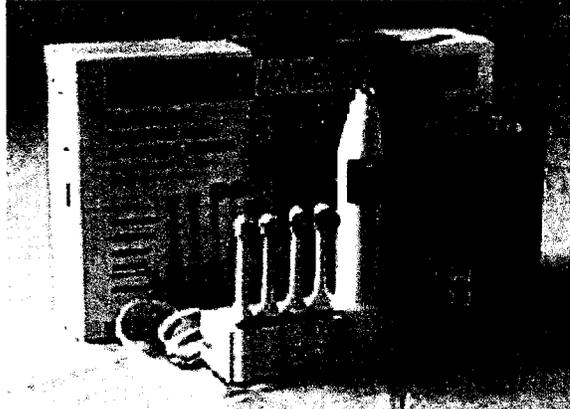
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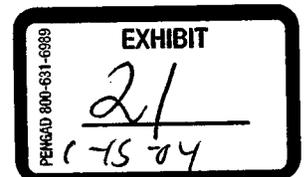
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Title: \_\_\_\_\_

Depo of: Heather Gregg

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