Oral-B Launches Up-To-Date series in MEA Region. More to come in 2015

By Oral-B

DUBAI, UAE: Procter & Gamble’s Oral-B launched a series of Continuing Dental Education events in 2014 for the Middle East region. The events which already took place in Dubai, Abu Dhabi, Ras Al Khaimah, Muscat, Dammam, Riyadh and Jeddah will continue to grow in the region in 2015.

The Oral-B brand is a worldwide leader in the brushing market as well as education. Part of the Procter & Gamble Company since 2006, the Oral-B brand includes manual and power toothbrushes for children and adults, oral irrigators, oral care centers and interdental products, such as dental floss. Oral-B toothbrushes are used by more dentists than any other brand worldwide.

P&G Oral Health are pleased to sponsor this scientific exchange seminar for Dentists, Hygienists and Therapists at a choice of different locations and dates during the year 2014 and will continue in 2015. The 2014 events took place at several locations within UAE, KSA and Oman.

The Scientific Relationship Manager for the Arabian Peninsula describes the initiative: “The MEA region is very important for Oral-B. Over the last two years we have been striving to deliver top notch education and help improve the overall oral health condition in the region. Our newest innovations of Stabilized Stannous Fluoride in the new Oral-B toothpaste, along with the oscillating/rotating power brushes will help achieve oral health maintenance goals in the region.”

Up To Date Dubai – 31st January 2014 - Gloria Hotel Dubai
Up To Date Dammam – 20th June 2014 - Sofitel Hotel Al Khobar – Corniche
Up To Date Jeddah – 50th October 2014 - Park Hyatt Marina Jeddah
Up To Date Riyadh - 1st November 2014 - Radisson Blue Hotel Riyadh
Up To Date Muscat – 04th November 2014 - Grand Hyatt Muscat
Up To Date Abu Dhabi – 18th November 2014 - Millennium Hotel Corniche Abu Dhabi
Up To Date Ras Al Khaimah – 15th December 2014 - The Cove Rotana, RAK

The powerbrush offers several benefits of good oral hygiene

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Oral-B showcased its latest developments at each Up To Date event.